

Innovative Parking Pricing Demonstration in the Twin Cities: Introducing Flexibility and Incentives to Parking Contracts

Final Report

Adeel Lari

Humphrey School of Public Affairs
University of Minnesota

CTS 14-02

CENTER FOR
TRANSPORTATION STUDIES

UNIVERSITY OF MINNESOTA

Technical Report Documentation Page

1. Report No. CTS 14-02	2.	3. Recipients Accession No.	
4. Title and Subtitle Innovative Parking Pricing Demonstration in the Twin Cities: Introducing Flexibility and Incentives to Parking Contracts		5. Report Date February 2014	
		6.	
7. Author(s) Adeel Lari, Frank Douma, Kate Lang Yang, Kathryn Caskey, Colin Cureton		8. Performing Organization Report No.	
9. Performing Organization Name and Address 280 Humphrey School of Public Affairs 301 19 th Ave. S. Minneapolis, MN 55455		10. Project/Task/Work Unit No. CTS Project # 2010032	
		11. Contract (C) or Grant (G) No. (C) 89261 (G) 170	
12. Sponsoring Organization Name and Address Minnesota Department of Transportation 395 John Ireland Blvd. St. Paul, MN 55155		13. Type of Report and Period Covered Final Report	
		14. Sponsoring Agency Code	
15. Supplementary Notes http://www.cts.umn.edu/Publications/ResearchReports/			
16. Abstract (Limit: 250 words) Parking pricing has taken on a role beyond recouping infrastructure investment costs and is now also being utilized as a public policy tool for travel demand management. Recently developed tools for travel demand management include innovative parking pricing strategies that incentivize alternative mode choice. The principal goal of this research is to examine the effects on commuter mode choice of introducing flexibility and incentives into monthly parking contracts. The demonstration consisted of running four different test modules over the course of three four-month periods. The four test modules include a discounted transit pass option (Buying Flexibility), two forms of rebate programs (Marginal Rebate and PayGo), and a free transit pass option (Disincentive Removal). The first rebate program, Marginal Rebate, offered a rebate for the difference between the marginal parking cost and transit fare on days when transit was used. The second rebate program, PayGo, offered the same transit rebate in addition to a rebate for the full marginal parking cost on days when a mode other than parking or transit was used. Analysis of the commuting behavior among participants in this study demonstrated that the level of incentive positively correlates to the propensity for mode shift to occur, with significant and increasing mode shift in the two programs that offered the greatest flexibility and incentive. However, the data collected also indicates that a discounted or free transit pass is not enough to entice mode change. Potential to deploy parking contract models that include flexibility and incentives are also briefly explored.			
17. Document Analysis/Descriptors Parking pricing, Parking fees, Public transit, Travel behavior		18. Availability Statement No restrictions. Document available from: National Technical Information Services, Alexandria, Virginia 22312	
19. Security Class (this report) Unclassified	20. Security Class (this page) Unclassified	21. No. of Pages 106	22. Price

Innovative Parking Pricing Demonstration in the Twin Cities: Introducing Flexibility and Incentives to Parking Contracts

Final Report

Prepared by:

Adeel Lari
Frank Douma
Kate Lang Yang
Kathryn Caskey
Colin Cureton

Humphrey School of Public Affairs
University of Minnesota

February 2014

Published by:

Center for Transportation Studies
University of Minnesota
200 Transportation and Safety Building
511 Washington Ave. S.E.
Minneapolis, Minnesota 55455

This report represents the results of research conducted by the authors and does not necessarily represent the views or policies of the Minnesota Department of Transportation or the University of Minnesota. This report does not contain a standard or specified technique

The authors, the Minnesota Department of Transportation, and the University of Minnesota do not endorse products or manufacturers. Any trade or manufacturers' names that may appear herein do so solely because they are considered essential to this report.

Acknowledgments

We would like to acknowledge all those who made this research possible. This study was funded by the Federal Highway Administration and the Minnesota Department of Transportation. We are deeply indebted to Allen Greenberg of FHWA, whose intellectual energy and support, including his suggestion of the PayGo test module, kept the entire team motivated and focused throughout the study. We are also grateful to Lisa Austin and Ken Buckeye of the Minnesota Department of Transportation, who provided guidance and managed the project. We are also grateful to MnDOT to have had use of the ABC ramps as a test site for this demonstration. We are similarly grateful to Bruce Howard of Metro Transit and Diana Saenger of the City of Minneapolis for sharing the data they collected on study participants. Finally, we would be remiss without noting our debt to Katie Roth, who served as the research assistant on the project during the initial planning phase.

Table of Contents

Chapter 1. Introduction.....	1
Introduction	1
Research Goals.....	2
Chapter 2. Project Planning.....	4
Project Basis & Partners.....	4
Test Modules	4
Location of Demonstration.....	6
Recruitment	7
<i>Phase 1</i>	7
<i>Phase 2</i>	8
<i>Phase 3</i>	9
Limitations of Recruitment	9
Surveys.....	10
Chapter 3. Analysis.....	12
Data Acquisition and Assumptions	12
Impact on Commuting by Car	12
<i>Module I: Buying Flexibility</i>	13
<i>Modules II and III: Marginal Rebate and PayGo</i>	13
<i>Module IV: Disincentive Removal</i>	15
<i>Comparison of Impact on Driving Days Across All Modules</i>	16
Impact on Use of Non-Driving Modes.....	18
<i>Transit Use</i>	18
<i>Comparing Modes Other Than Driving and Transit</i>	19
<i>Reasons for not Using Parking Pass</i>	20
<i>Commuter Origin</i>	21
<i>Employer/Employee Paid Contracts</i>	22
Chapter 4. Conclusion	24
Areas for Future Study	24
References.....	26
Appendix A: Phase 1 Recruitment Informational Flyer	
Appendix B: Phase 1 Recruitment Informational Handout	
Appendix C: Calendar of Eligible Days	
Appendix D: Pre-Study Eligibility, Behavioral, and Attitudinal Survey	

List of Tables

Table 2.1: Project Structure, Timeline, and Recruitment	5
Table 3.1: Percentage of Participants With Employer/Employee-Paid Parking Contracts	22

List of Figures

Figure 2.1: Locations of ABC Ramps.....	7
Figure 3.1: Average Proportions of Weekdays Driving to Work, Marginal Rebate Group	14
Figure 3.2: Average Proportions of Weekdays Driving to Work, PayGo Group	15
Figure 3.3: Average Percentage of Weekdays Driving to Work, Across Modules	17
Figure 3.4: Portion of Commute Days Using Transit.....	18
Figure 3.5: Average Proportions of Weekdays Using Commute Modes Other Than Driving or Transit	19
Figure 3.6: Reasons for Not Using Parking Passes from the Follow-up Survey	20
Figure 3.7: Transit Travel Time to Downtown Minneapolis.....	21
Figure 3.8: Participants' Perception of Program Value	23

Executive Summary

Introduction

This study investigates the impacts of bundling incentives and flexibility into monthly parking contracts held by regular commuters. As both public and private parking providers face increased demand, they are faced with either the traditional option of building costly new parking infrastructure or utilizing newer methods that use parking pricing as a travel demand management tool. This study is part of a growing body of literature that investigates how parking pricing is able to change parking demand behavior at the margins through discouraging parking, providing alternative mode choice incentives, or some combination thereof.

Project Location & Partners

The study was conducted in downtown Minneapolis, MN, with the target population of regular commuters who hold parking contracts with the ABC ramps, a set of city-owned ramps that are highly accessible by car, transit, and alternative modes. In order to conduct this research the State and Local Policy Program partnered with a range of organizations and entities including the Federal Highway Administration, Metro Transit, the Minnesota Department of Transportation, and the City of Minneapolis. These partners provided access to the target population, free and reduced price transit passes, and data for both parking and transit commuter behavior.

Project Outline & Modules

The study was conducted over the course of three four-month test phases. Phase I was run in the Spring of 2010 (March-July), Phase II was run in Fall/Winter of 2010 (September-January), and Phase III was run in Spring/Summer of 2011 (March-July). During each test phase, one or several modules were run. Each module consisted of bundling a different set of incentives and flexibility into module participants' parking contracts.

The first module was called Buying Flexibility and consisted of making available a deeply discounted transit pass (\$20 per month for an unlimited ride transit pass) to parking contract holders. The second module, Marginal Rebate, consisted of a free transit pass as well as a rebate equivalent to the difference between the marginal costs of two peak transit fares (\$5.00) and a parking day (\$7.00) for each day participants took transit instead of driving, thus equivalent to a daily rebate of \$2.00. The third module, PayGo, was a rebate program identical to Marginal Rebate when transit was used, except a greater rebate (\$7.00 per day) was provided when neither the transit pass nor the parking pass were used. Lastly, the fourth module was called Disincentive Removal and consisted of giving a free transit pass to module participants. Buying Flexibility was tested in Phase I, both Marginal Rebate and PayGo were tested in Phase II, and Disincentive Removal was tested in Phase III as well as the continuation of Marginal Rebate and PayGo.

Recruitment & Limitations

Despite thorough outreach to the target population, only 14 people opted to participate in Buying Flexibility. This low participation rate can be interpreted as a result in itself, suggesting that a \$20 monthly transit pass is not enough incentive for regular commuters to shift mode choice. For Phase II, 69 commuters with parking contracts participated with 38 participating in Marginal Rebate and 31 participating in PayGo. For Phase III, 22 and 27 individuals chose to continue their participation in Marginal Rebate and PayGo, respectively. During Phase III, 139 people opted in to the Disincentive Removal module, a much higher number (than) could be attributed to greater participant knowledge of the study or the ease of marketing something that is free. The first major limitation of our recruitment methods was the small sample size. Buying Flexibility, for example, was not directly compared to other modules because it only consisted of 14 participants. While other modules recruited sufficient participants to examine trends, total recruitment was still less than desired. Second, because potential participants took a survey gauging their interest and were subsequently placed in a module, there was also an issue of self-selection bias that somewhat compromises the purity of our results and limits the ability of our results to be broadly applicable. (Self-selection bias is an inherent limitation in this type of research since participants cannot be forced to participate in any of the tests.)

Key Findings

Analysis of the commuting behavior among participants in this study demonstrated that the level of incentive and flexibility built into monthly parking contracts positively correlates to the propensity for mode shift away from driving to occur. More precisely, this study found that the two modules tested that incorporated both incentives *and* flexibility (Marginal Rebate and PayGo) significantly shifted commuter mode choice away from driving whereas modules that provided incentives but no flexibility (Buying Flexibility and Disincentive Removal) did not. In other words, a discounted or even free transit pass alone is not enough to shift commuter mode choice.

Participants in the PayGo module, who received the greatest amount of both incentives and flexibility, saw the greatest and most sustained mode shift, one that remained even in periods between phases that involved no incentives. Out of the latter three modules, PayGo was the only module to see a statistically significant increase in transit use among participants and also saw a major increase in use of modes other than transit (such as biking, telecommuting and carpooling). While Marginal Rebate participants experienced a roughly 2% increase in transit use in both Phases II and III, this was not considered a substantial shift in commuter behavior.

A number of additional dynamics are also examined, including commuter origin, module choice of those with employee-paid versus those with employer-paid parking contracts, reasons for not using their parking pass, and perceived value to the consumer. Regarding who pays for the parking contract, this study found that participants with the highest personal investment to recoup chose to participate in the module with the highest incentive (PayGo). Lastly, despite the varying outcomes in changed commuter mode choice, the perceived value to the vast majority of participants in the Marginal Rebate, PayGo, and Disincentive Removal modules was somewhat or very valuable, with the level of perceived value correlating to the level of incentive provided.

Conclusion

This research found that modules which provided both incentives and flexibility were more likely to shift commuter mode choice. The research also suggests that the level of incentive correlated to the level of parking demand. In other words, the module (PayGo) that provided the most incentive for using alternative modes, and the only module to provide a rebate for both transit and other mode use, was able to shift commuter behavior most to modes other than driving. Lastly, implications of this research are examined as are areas for future study.

Chapter 1. Introduction

Introduction

The primary objective of parking pricing and fees has traditionally been to compensate for the investment in facility construction and operation. However, depending on the purpose of the parking facility, parking price can be affected by factors other than private market-based supply and demand. For instance, operators may decrease the fee to attract shoppers or employees; similarly, the owner of the facility who happens to also be the employer may subsidize employees' parking expenditure. Public agencies have also turned to using parking pricing as a mechanism to realize public policy objectives. With tolling, for example, the price of parking may influence travel choice by altering the cost of private vehicle travel and thus its attractiveness relative to other alternatives, including transit. On-street meters are the most commonly recognized mechanism under this approach.

A Transit Cooperative Research Program report outlined the most commonly used types of parking pricing strategies [1]:

- *Fee Increases.* Direct demand side effect. This is usually manipulated by the “invisible hand” of the market. The business center in a downtown metropolis is usually a highly demanded area, thus driving up the parking price.
- *Short- Versus Long-Term Fee Differentials.* Beneficial short-term parking fee to preserve parking capacity for shoppers or for other non-commute purposes. Examples include on-street meters and time limitation.
- *On-Street Parking Fees.* Curbside parking on urban streets. This is largely a response to Donald Shoup's critique of free parking in “High Cost of Free Parking,” where Shoup points out that free on-street parking causes “cruising” of cars in the city center and hence the congestion problem and its hidden costs are shared by the public. [2] Curbside parking fee more effectively allocates the limited parking resources and affects people's traveling choices.
- *Elimination of Employer Parking Subsidy.* This method offsets incentives for employees to drive.
- *Employee Single Occupant Vehicle Versus Rideshare Fee Differential.* This method encourages rideshares. For example, the ABC Ramps in downtown Minneapolis offer \$20 per month car-pool contracts to encourage ridesharing.
- *Park-and-Ride Pricing.* Adjust the fee at Park-and-Ride facilities to manipulate traveling choices.

All of these strategies focus on building up the barrier of driving and parking by increasing the upfront cost. Other alternatives provide the converse, that is, instead of imposing disincentive for parking they provide incentives for not driving and parking. Examples include unbundling parking from rent or allowing employees to choose between a parking subsidy and a cash-out benefit for the parking space. [3]

In a similar vein, another rarely explored option is to increase the comparative attractiveness of other travel modes by decreasing their cost. This strategy focuses on those with fixed traveling needs, such as daily commuters, and makes alternative modes more cost-effective compared to driving. The benefits of this approach include not directly increasing the cost of parking and highlighting the availability and advantages of other traveling modes. Discounting transit services, improving their accessibility and providing telecommuting assistance are several

examples of this kind of approach. In Chapter 10 of his aforementioned book, Shoup states this strategy as giving parking providers the option to reduce parking demand via incentivizing other modes (i.e. employer-paid transit passes) instead of increasing supply. [4] The modules used in this study most closely resemble these latter emerging innovative parking pricing strategies.

Research Goals

The principal goal of this research is to examine the effects on commuter mode choice of introducing flexibility and incentives into monthly parking contracts. Monthly parking contracts are fertile ground for these types of innovative parking pricing strategies. Under a traditional parking contract model, the rational commuter is effectively “married” to their park-and-ride routine due to their sunk cost in the parking contract. This sunk cost incentivizes the commuter to drive and park, even when they would perhaps prefer otherwise. The commuter with a parking contract is, in effect, penalized for taking transit and can be counted on to drive and park more often than not, even when other modes are available and perhaps occasionally desired. Also under the traditional model, when developers, companies, and local governments feel pressure to make more parking available, historically their choices have been defined as either investing in new parking infrastructure or utilizing a simple pricing tool (i.e. increasing the cost of parking contracts, etc.). Both are costly routes, the former economically and the latter politically.

The strategies explored here, however, investigate a more nuanced question: What if flexibility and incentives were introduced to parking contracts that would cause a marginal amount of commuters to use their parking pass less often. This solution would require neither costly infrastructure investments nor a broad-based price hike. These strategies also allow the contract holder more choice over their daily commute. Lastly, these strategies can simultaneously help realize public policy objectives, such as reducing congestion and carbon emissions through transit, biking, walking, telecommuting, and more. we also would like to acknowledge that an important dimension to this work, but one which is outside the scope of the study, is an analysis of the cost effectiveness of such policies under a larger scale implementation. Future work might address identification of conditions or thresholds where a future deployment would make economic sense.- The pricing strategies employed in this study most closely resemble the aforementioned pricing tools that provide incentive for not driving and those that reduce the cost of alternative travel modes, as opposed to simply increasing the cost of parking. Of the four strategies used in this study, all provide some combination of reducing the cost of alternative travel modes (i.e. a discounted or free bus pass) and/or incentivizing alternative mode choice (i.e. a rebate for utilizing transit, biking, or telecommuting). Perhaps unique to this study is the creation of hybrid pricing tools that bundle varying types of flexibility and incentives into monthly parking contracts. The diversity of pricing strategies explored provides insight into which types of incentives and flexibility, and how much of both, are effective in shifting commuter behavior.

This report is organized into four principal sections – Introduction, Project Planning, Analysis, and Conclusions. This introduction provides a survey of a range of parking pricing tools, and identifies the primary project goal. The Project Planning section provides the basis for the project and identifies the project partners. The Project Outline section covers the various stages of the project process - identification of the test modules, project timeline, characteristics of the test location, participant recruitment process, and participant survey results. The Analysis section discusses the data acquisition process and provides a comprehensive analysis of the

findings in the data. The Conclusions section summarizes the analysis into key findings and looks forward to future study and policy implications.

Chapter 2. Project Planning

Project Basis & Partners

The State and Local Policy Program at the University of Minnesota's Humphrey School of Public Affairs has been involved in pricing projects for more than ten years. Much of this work has been focused on roadway projects, such as facilitation and evaluation of congestion pricing implementation on the I-394 MnPASS Express Lanes project. [5] In order to deliver this project, the State and Local Policy Program partnered with a number of local agencies for funding and various project tasks under this parking-pricing demonstration. The primary partners on this project were:

- FHWA. The Federal Highway Administration (FHWA) is the primary funding agency for this project and served in an advisory role to project planning and implementation.
- Metro Transit. The local metropolitan transit provider supplied Go-To transit passes for the participants in each demonstration period, which allowed unique transit usage data associated with each Go-To pass to be tracked.
- City of Minneapolis. The City of Minneapolis allowed the project to use its ABC Ramps as the site for the demonstration program and also provided the project team with a parking usage record for each program participant.
- MnDOT. The Minnesota Department of Transportation (MnDOT) owns the ABC ramps and administered the research contract.
- Accora Research. Accora Research was hired as a consultant in order to assist the project team with marketing, data collection, and analysis.

A project advisory committee made up of at least one staff member from each of the partner agencies was also formed and met periodically to receive project updates and to provide feedback and guidance to the State and Local Policy Program project team.

Test Modules

The demonstration consisted of running four different test modules over the course of three four-month periods. One module was tested in Phase I, two modules were tested in Phase II, and three modules were tested in Phase III (the two modules from Phase II continued in addition to the fourth, and final, module). The four modules are described below, followed by a chart that demonstrates project timeline and participation rates:

- *Buying Flexibility*. Participants for this module signed up for a deeply discounted transit pass bundled into their monthly parking contract. The participants were offered an unlimited ride[1] transit pass with a normal value of \$113 for \$20 per month (roughly the equivalent of eight round trips per month).
- *Marginal Rebate*. This module provided participants with a free unlimited ride transit pass and a refund for the difference between the marginal parking cost and transit fare on days when transit was used. The marginal daily parking cost was calculated to be \$7.00 and the average daily transit fare was assumed to be \$5.00 (two transit trips per day), so a daily rebate of \$2.00 was provided for each day transit was used.

- *PayGo Flex-Pass*. Participants received a free transit pass and a “credit” for the amount of the parking contract (paid at the beginning of each month). Participants were charged against the “credit” based on the marginal cost of their daily commute mode choice. The marginal daily parking cost was calculated to be \$7.00 and the average daily transit fare was again assumed to be \$5.00. Exactly as in Marginal rebate, participants were provided a \$2.00 rebate for days when they used transit instead of driving, On days when neither the parking contract nor the transit pass were used, participants were not charged against their “credit,” effectively providing a \$7.00 rebate. At the end of the month, participants were provided a rebate for the remainder of their credit. This rebate was not allowed to exceed over half of the calculated cost of the monthly parking contract. This module was unique in providing the most savings to participants who neither drove nor took transit (i.e. they telecommuted, biked, or walked on any given day). The other modules did not provide participants any savings for using these alternatives.
- *Disincentive Removal*. In this module, participants were given a free unlimited ride transit pass with their monthly parking contract.

Table 2.1: Project Structure, Timeline, and Recruitment

Phase	Dates	Module	Commuters Interested in Module*	Number of Module Participants
Phase I	March-July, 2010	Buying Flexibility	31 (7.8%)	14
Phase II	Sep, 2010-Jan, 2011	Marginal Rebate	51 (15.3%)	38
		PayGo	55 (16.5%)	31
Phase III	March-July, 2011	Marginal Rebate	-	22
		PayGo	-	27
		Disincentive Removal	167 (78.4%)	139

*Percentages are included because the number of survey respondents in each Phase was different. No values are provided for Marginal Rebate & PayGo in Phase III because no new participants were recruited, invitations were simply extended to Phase II participants for module continuation.

Two methods of control were used in order to identify the impacts of each test module on commuter mode choice behavior. First, a group of monthly parking contract holders not participating in the study was chosen and the parking behavior of these individuals was compared to those participating in the study. To ensure similarity between the members of the control group and the study participants, a survey was administered to all monthly parking contract holders regarding attitudes towards transit. The control group was selected based on responses similar to those participating in the study. Additionally, as another control measure, historical parking data was collected for all study participants and compared against their commuting behavior during and after the test period.

Location of Demonstration

This demonstration involved contract holders in the ABC Ramps, which are located on the western edge of downtown Minneapolis. Built as part of the I-394 corridor in 1992, the ramps are owned by the state and managed by the city of Minneapolis under contract.

The ramps are well-suited for this type of “mode-switching” demonstration, as, in addition to parking spaces for 6500 cars and direct connections to I-394 and the I-394 MnPASS High-Occupancy / Toll lanes, the ramps are also accessible by, and to, a number of other modes. These include the Northstar Commuter Rail line, the Hiawatha Light Rail Transit Line, Metro Transit and inter-city bus services, the Cedar Lake Bicycle Trail, and the downtown Minneapolis skyway system.

While the location of the ABC Ramps made them an ideal location for the study, there were a number of circumstances involving the Ramps that presented limitations for the study. These limitations included both impacts on the participant pool and the ease of gathering data. One major impact on the participant pool was the result of construction projects that took place before and during the first test module. The construction projects were mostly to prepare for the opening of the new Minnesota Twins ballpark, which opened in the spring of 2010 shortly after the beginning of the first test phase of the study. The ballpark is located adjacent to the ABC Ramps which saw an increase in volume due to the parking demand for Twins games. During the construction period the capacity of Ramp B was severely limited and there was some inconsistency among parking contract holders due to the uncertainty as to the effects the new ballpark would have on parking conditions at the Ramps.

Also during this period there was a high level of communication between Ramp management and their contract holders to keep them up-to-date with construction developments and changes in service related to the opening of the new baseball stadium for the Minnesota Twins. There was some initial concern that recruitment for the study would suffer because the potential participants were already overloaded with communications from the Ramp staff.

In the summer of 2010, the ABC Ramps underwent technology upgrades to their system which impacted the ability to retrieve data related to the parking behavior of the monthly contract holders. While the upgrades did not impact the data from any of the study months directly, accessing information related to the parking behavior of the study participants prior to participation in the study was severely limited.

Finally, the ABC Ramps already had instituted a discount program for contract holders who carpool. The program offers a \$20 monthly contract for cars with two or more passengers (an individual contract typically costs between \$120-\$140 per month). There was some initial concern that this program would reduce the number of potential participants for the study because the target audiences for both programs would be similar.

Location of ABC Ramps

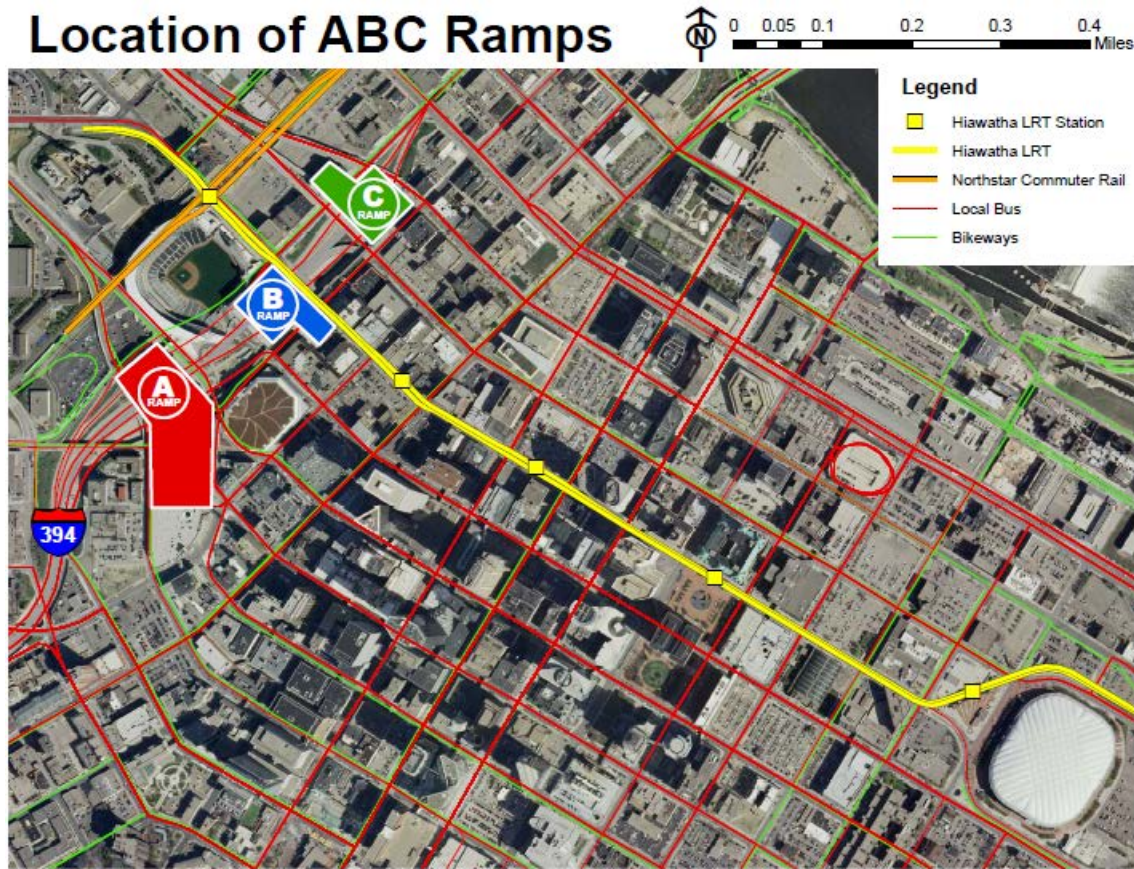


Figure 2.1: Locations of ABC Ramps.

Recruitment

The recruitment process used in the study was different for each phase because the needs of each phase were different. For Phase I (Buying Flexibility), the recruitment process served not only to recruit participants, but also to advertise the study to potential participants and collect existing condition background information. For Phase II (Marginal Rebate and PayGo), the recruitment process served the dual purpose of helping select the two test modules to administer and then to recruit participants into each of the selected modules. The recruitment process for Phase III (the introduction of Disincentive Removal and continuation of Marginal Rebate and PayGo) served to recruit participants to the fourth and final test module, as well as to confirm the continued participation of Phase II participants. A more detailed summary of the recruitment process for each test phase follows.

Phase I

The recruitment for the first test phase (Buying Flexibility) targeted the monthly contract holders in the ABC Ramps. The module was advertised as a deeply discounted bus pass exclusively available to ABC Ramp monthly contact holders. Eligibility was determined through an on-line survey. Several methods were used to entice survey participation. Informational flyers [Appendix A] were posted around the ramp and general information was

sent out to contract holders via the periodic e-mail blast system already in place at the Ramps. The research team also set up recruitment tables in both Ramps A and C. These efforts occurred twice in each ramp, once during the morning rush (7:00am – 9:00am) and once during the evening rush (4:00pm – 6:00pm). During the morning recruitment sessions, free coffee was provided as an incentive. Likewise, free cookies were provided in the afternoon recruitment. Additionally, general information regarding the transit system was made available from Metro Transit. The recruitment tables were staffed by representatives of the University of Minnesota and Metro Transit, who distributed informational handouts [Appendix B] inviting people to take the on-line survey. A prize drawing of \$50 gift cards to local area retailers was made available to anyone who completed the survey regardless of eligibility for the study itself. As a result of the recruitment tables over 1500 informational flyers were distributed to parkers in the ABC Ramps. This resulted in 237 survey completions of which 82 were eligible to participate.

A targeted e-mail was also sent to the e-mail addresses on file for all the monthly contract holders at the ABC Ramps. The e-mail served as an invitation to take the survey and participate in the study. The e-mail was sent to the 832 unique e-mail addresses available for the monthly contract holders. Of the e-mails sent, 65 were undeliverable, resulting in a total of 767 contract holders contacted. This resulted in 315 survey completions of which all 315 were eligible to participate.

The actual recruitment level in the first phase was 14 participants, which fell far short of the target of 200 participants. However, through the combined efforts of the general recruitment, recruitment tables and targeted e-mails, the target audience was reached. The monthly contract holders were made aware of the study, and therefore, the low participation levels can be attributed to factors other than potential participants being uninformed of the study's existence. The low interest level may suggest, for example, that the discounted rate of \$20/month is still considered too expensive to initiate a mode shift among monthly contract holders considering the other benefits car provides. Availability of other modes also maybe the consideration.

Phase 2

The recruitment process for the second test phase (Marginal Rebate and PayGo) was again targeted to monthly contract holders in the ABC Ramps. Since there was already an awareness of the project among contract holders due to the first test phase of the study having been completed, the recruitment effort was limited to a targeted e-mail and did not include in-person recruitment tables. Again, the e-mail served as an invitation to complete a survey and participate in the study. The e-mail was sent to the 832 unique e-mail addresses available for the 1566 monthly contract holders. This resulted in 334 survey completions, all of which were eligible to participate.

The survey asked potential participants to identify which of three potential test modules was most appealing: Disincentive Removal, Marginal Rebate, or PayGo. The top two modules would be administered simultaneously during the second test phase. The number of people interested in the three programs included 50 for Marginal Rebate, 41 for PayGo, and only 9 for Disincentive Removal. Based on these responses to the survey, Marginal Rebate and PayGo were chosen as the two modules for Phase II.

The total participation in the second test phase was 69 people, with 38 participants in Marginal Rebate and 31 participants in PayGo. When dividing participants between modules, participants were assigned to the test module they had identified as the most appealing in the pre-

module survey, with the exception of Disincentive Removal, which was no longer an option. Those who had identified Disincentive Removal as their preferred choice were randomly assigned to either the Marginal Rebate or PayGo groups.

Phase 3

The recruitment process for the third test phase (Disincentive Removal) was again conducted only through a targeted e-mail to monthly contract holders at the ABC Ramps. The e-mail included an invitation to complete a survey and to participate in the study. The e-mail was sent to all the available addresses for the monthly contract holders. This resulted in 213 survey completions, all of which were eligible to participate.

The total participation for the third test phase was 139 participants, which was significantly higher than the participation levels of all previous modules. One possible explanation for this increase in participation is that after two previous project phases, more potential participants were aware of the study and trusted its credibility. Another potential reason is that Disincentive Removal was perhaps the easiest test module to understand (i.e. the ease of marketing something that is free) and therefore was more appealing to potential participants.

In addition to administering the Disincentive Removal test module, the Marginal Rebate and PayGo test modules were also extended into the third test phase. Roughly two months after the end of the second test phase, an e-mail was sent to all participants of the second test phase providing them the opportunity to rejoin the program they had previously participated in. Of the 69 participants from the second test phase (38 Marginal Rebate and 31 PayGo) a total of 49 chose to continue their participation (22 Marginal Rebate and 27 PayGo). Much like the implications of the low participation rate in the Buying Flexibility Module, the high retention rate of PayGo participants can be interpreted as a result in itself, as it reflects a sustained interest in the incentives and flexibility bundled into the PayGo model.

Limitations of Recruitment

Despite best efforts, there are a number of limitations associated with the recruitment processes and resulting participation for this study. The primary limitations – identified include small sample size, issues with the before and after data, and self-selection. Overall, the total participation in the study was less than expected for ideal study conditions and limits the extent to which the data and findings can be generalized beyond the immediate participants. The actual recruitment level for the first phase, for example, was only 14 participants. This fell far short of the target of 200 participants. However, the target audience was reached through a diverse and sustained outreach strategy. Therefore, the low participation levels can be attributed to factors other than potential participants being uninformed of the study's existence. For example, the low interest level may suggest that the discounted rate of \$20/month is still considered too expensive to initiate a mode shift among monthly contract holders. In other phases, substantial effort was made to reach all eligible participants (and more participated in other phases) but it still did not transfer to desired participation levels.

Second, due in part to technical issues with the parking data collection system and in part to the study design, only a small amount of before and after data was able to be obtained for comparison. The lack of this longitudinal data limits the ability of the study to speak more directly to changes in commuter mode choice behavior.

Lastly, because participants had to sign up for the study, there was a certain level of self-selection present in all test modules. For example, follow-up survey data shows that over 25% of the respondents who signed up for PayGo, already parked in the ABC ramps an average of four or fewer days per week. Thus these participants were more likely to receive the benefits of PayGo by simply continuing their existing behavior of utilizing transit, biking, telecommuting, etc. This self-selection limits the ability to generalize the data beyond the specific participants. An entirely random sample would have provided for more pure findings, but given the construct of the study, this ideal random sample was not possible to obtain.

Surveys

Pre-surveys were distributed in advance of each Phase. These pre-surveys served a variety of functions including screening participant eligibility and gathering basic transportation, behavioral, demographic, and attitudinal information regarding perceptions of traffic, congestion, and transit around Minneapolis. The recruitment for the first test module had a roughly 65% response rate and will serve as a sample summary of ABC ramp contract holders who expressed interest in programs incorporating incentives and flexibility to pursue alternative modes of transit.

A vast majority were regular car commuters with 89% of respondents commuting to downtown all five weekdays between 6am to 9am, and 85% commuting back from work between 3pm and 7pm. Roughly 70% of the respondents think the existing levels of traffic during their trips to and from work are tolerable. Only 40.6% of the commuters had taken public transit in the past year and only 47% of the respondents feel comfortable taking public transit. Nevertheless, in total 65% of the respondents think the idea of using transit is appealing if “public transit options were readily available and heavily discounted.” This was somewhat in line with the expected profile of monthly parking contract holders in downtown Minneapolis – commuters who drove alone to work on a regular basis, had built up certain level of tolerance of the traffic conditions around the downtown area and had limited knowledge of or experience with public transportation.

The disparity between good perception of public transit and actual use of transit was pronounced. It was found that although 64% of people showed positive perception towards public transit (if it is readily available and heavily discounted), only 18.5% requested more information about the program, and even fewer chose to participate. The most common responses to an open-ended question on why the respondents had negative perception of transit included, 1) The current transit system is not readily available enough, 2) The price difference between taking transit and driving is not significant enough, or 3) Both. This finding implied that although financial benefit might provide an incentive for commuters to shift their commuting behavior from driving to transit, certain infrastructure constraints may limit the degree of such shift.

Following Phases II and III, follow-up surveys were sent to participants, thus getting feedback from participants in the Marginal Rebate, PayGo, and Disincentive Removal modules. Of the 106 follow-up survey responses, the majority were Disincentive Removal participants (73), 25 were Marginal Rebate participants, and 12 were PayGo participants. Follow-up surveys questioned participants about their usual commuting patterns, how many days per month they used alternative modes of transit, reasons participants didn’t use their parking pass, perceived

value of the program they participated in, and future contract parking plans. Participant responses to these follow-up surveys are incorporated into the Analysis section.

Chapter 3. Analysis

Data Acquisition and Assumptions

The data collected for this study came from three primary sources. Metro Transit provided usage data for all the Go-To transit passes issued to participants throughout all phases of the study. The data included the transit route number and time of day for each transit trip taken by participants. The City of Minneapolis provided similar usage data for the parking cards associated with each participant contract. This data included the entry and exit dates and times associated with each use of the parking facilities by study participants. The combination of these two data sets allowed the commute mode choice behavior for each participant to be tracked and analyzed. Lastly, data on participant attitudes, behaviors, preferences, and perceptions were gathered in the aforementioned pre and post surveys.

To maintain the integrity of the data and consistency between data sets, a number of assumptions were used in the data analysis process. The key assumptions include:

- *Definition of Month.* In each of the test periods the term “month” was applied to the period from the 15th of one calendar month to the 15th of the following calendar month.
- *Eligible Days.* Given the focus on commuter mode choice behavior, only weekday transit and parking data was included in the analysis. Weekend data was excluded from study. Likewise, national holidays were also excluded from the analysis because traditional commuting patterns do not typically apply.
- *Definition of Commute Time.* Only the data related to standard work-day travel times was included in the analysis. This was defined as 6:00am to 9:00am and 3:00pm to 6:00pm Monday through Friday.
- *Definition of Commute Mode.* This study included three categories of commute mode – driving, transit, and other. Driving was assumed if there was a record of parking card usage during commute times. Transit was assumed if there was Go-To card usage during peak period commute times. If there was neither parking nor transit usage during the peak periods, the participant’s commute was included in the “other” category, which included biking, walking, getting a ride, teleworking, or not going into the office for any reason.
- *Misuse of Transit Pass.* The transit passes issued for this study were issued as non-transferable and were only intended to be used by the person who was the holder of the parking contract. Instances in which the transit pass and the parking card were both used during the peak-period commute times were flagged and investigated.

Impact on Commuting by Car

Below is an examination of each Module’s effect on participants’ rates of commuting by car. The changes in commuting by car are compared across months within a phase (i.e. month to month), across phases (i.e. Phases II compared to Phase III), and to participant parking data immediately prior to and following Phase II. In order to obtain the latter, parking data from the ABC Ramps was obtained for a half month prior to the start of Phase II and immediately after the end of Phase II, which is shown as “pre” and “post” in the following graph. This data served as a longitudinal comparison for the same group of participants between their choice of driving to work before and after participating in this study.

The analysis was conducted using the number of weekdays commuters drove per month as the key indicator of mode shift. However, due to the fact that the number of weekdays varies month-to-month, a percentage indicator of driving days divided total possible work days per month was also calculated. Several other factors that limit the ability to make conclusive statements using these results include the facts that, 1) people's commuting behavior might change due to seasonal reasons, and 2) there was a spike in gas prices prior to Phase III. While controlling for the effects of weather and gas prices on parking behavior was beyond the scope of this analysis, the use of these two key indicators provides a solid basis to see overall trends of participants' drive-and-park behavior.

Module I: Buying Flexibility

Although the initial survey had around a 50% response rate and multiple onsite recruitment efforts were made, only 14 participants were enrolled in this module. The recruitment result itself was a finding that for those already having a parking contract, paying one-fourth of what a transit pass usually costs was still not attractive enough of a program to opt in to. That is to say, the \$20 per month per unlimited pass benefit is not a sufficient level of incentive to induce even attempted mode shift among commuters with parking passes. (If participants did the mental math and only considered the savings from not driving their car, since parking costs would be fixed, drivers likely concluded that they had to use transit one or more time per week in order for this to be worthwhile.)

Due to the small sample size, this group was not directly compared to participants of other modules, but a few trends within this group were identified. Three different patterns of transit pass use were identified within this group. The first group almost exclusively drove on weekdays and did not use the bus more than nine times per month, which is the minimum number of rides required to recoup their \$20 investment. Four of these participants gradually realized this and dropped out of the project after the following several months. The second group used the transit pass quite often, ranging from six days to 13 days per month, and continued to drive most of the remaining weekdays. The third group contained two people who dropped their parking contract one month after participating in the project and thus lost participation eligibility; however their bus pass was not terminated until at least one month later during which extensive transit use was observed.

Modules II and III: Marginal Rebate and PayGo

These two modules are examined together not only because they were run concurrently, but because both are versions of a rebate program where the rebate is intended to increase flexibility to the parking contract holders' options. With a rebate the commuter has more flexibility because they are able to choose alternative modes while also recouping some of their sunk cost in the parking contract, as opposed to other modules in which alternative modes are made available but participants are not compensated for utilizing them. As it turns out, including a rebate (and thereby flexibility) in the modules caused a significant shift away from driving.

During the four months of the second test phase, participants in both groups took fewer trips than they did prior to the project. The t-test results showed a statistically significant difference between the proportions of parking days in each project month compared to that in the month prior to participation. This shows that both models of a free bus pass and rebate incentive

induced people to drive and park less. Figure 2 below demonstrates a number of the dynamics for Marginal Rebate and PayGo during Phases two and three.

For the Marginal Rebate group, the average number of days commuting by car in Phase II was 15.6. This number continued dropping to reach a low of 13 days per month in Phase III, though after rising again the overall average days of commuting by car stayed roughly the same as in Phase II. Compared to the pre-Phase II test period levels of an average of 18.2 driving days per month, these results are an indication of a significant shift among commuters who participated in Marginal Rebate switching from driving to alternative modes. The figure below demonstrates both average number and percentage of driving days per month for Marginal Rebate participants in Phases II and III.

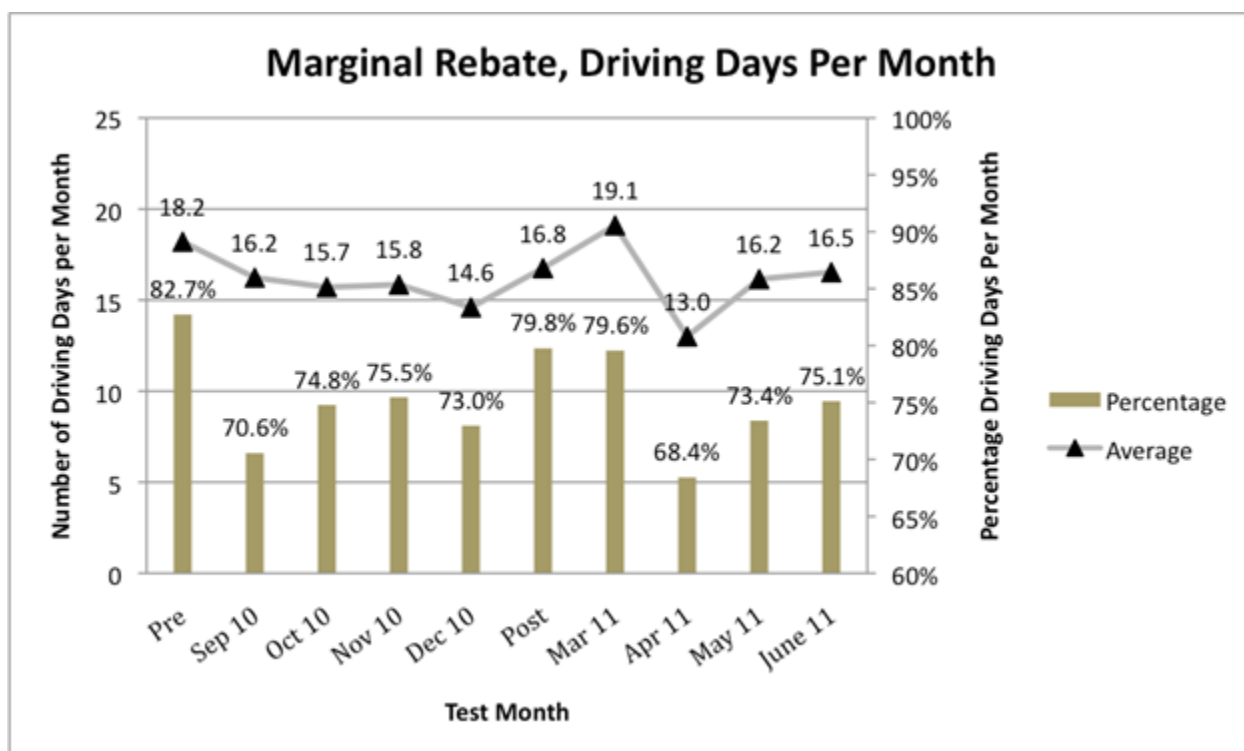


Figure 3.1: Average Proportions of Weekdays Driving to Work, Marginal Rebate Group

The PayGo model showed the greatest decrease in commuter driving days, averaging 14.5 days per month in Phase II. This decrease in driving days continued into Phase III, at one point reaching a monthly average of just over 11 days per month. Phase III driving days rebounded slightly and reached a monthly average of 13 driving days per month. In the final month of Phase III commuters in the PayGo program drove only 59.8% weekdays per month compared to 78.5% prior to participation. Equivalent ways of describing this effect include PayGo shifting 20% of the commuter mode choice away from driving, reducing total driving days per month by four days, or just shy of changing one whole week's worth of commuter behavior per month to alternative mode choices. The figure below demonstrates both average number and percentage of driving days per month for PayGo participants in Phases II and III.

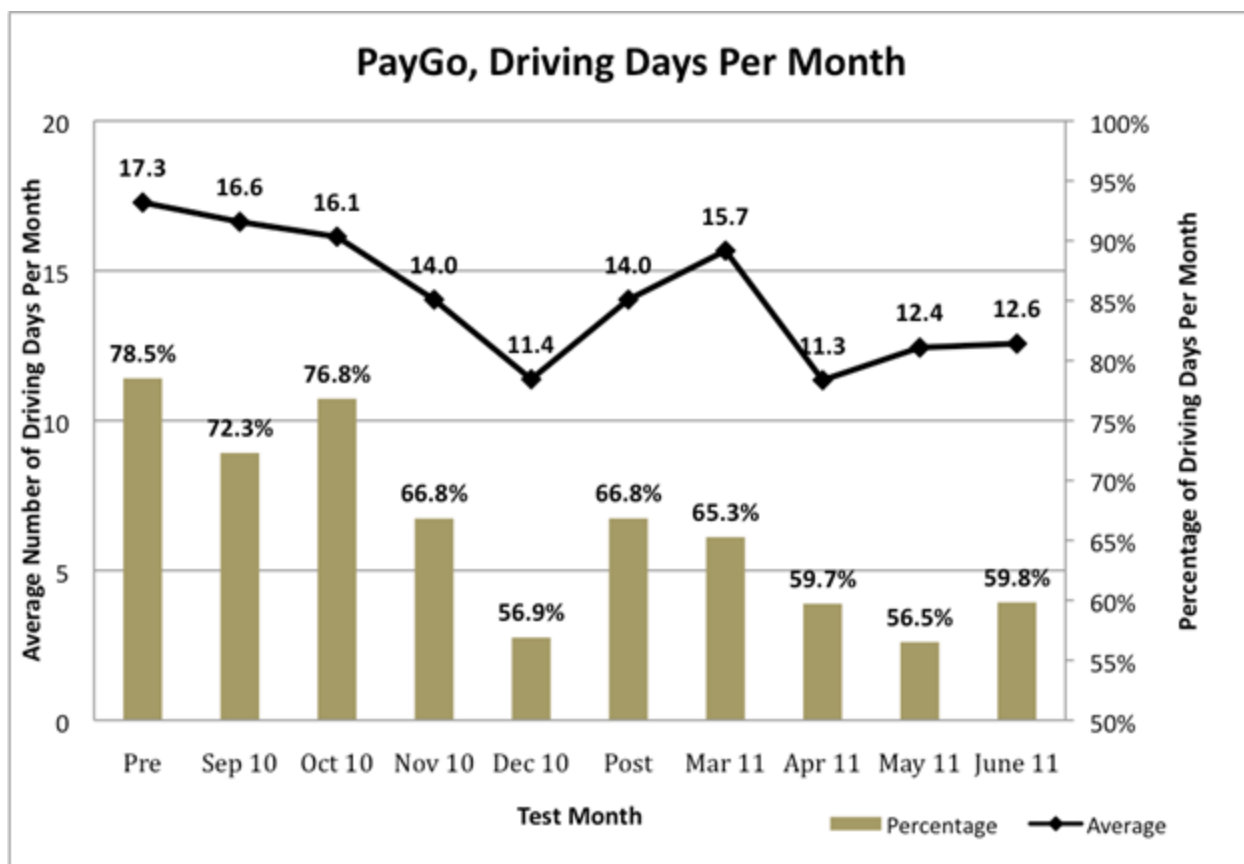


Figure 3.2: Average Proportions of Weekdays Driving to Work, PayGo Group

Following the completion of Phase II and the lifting of incentives, there was a bounce-back of parking days for both Marginal Rebate and PayGo participants which continued into the first month of the third test phase in both models. However, this was more conspicuous in the Marginal Rebate group than in the PayGo group. Marginal Rebate participants, on average, bounced back to driving about the same amount after Phase II compared to the time before they were enrolled in the project (there was not a statistical difference between the 79.56% of March 2011 and 82.73% prior-to-participation). After the incentives were back in Phase III, they reduced the number of driving days back to the level of the second test phase. The bounce back effect was still prevalent among PayGo participants' behavior, but was mild enough that after Phase II PayGo participants were still driving less than before the study began. In other words, after the incentive was lifted the participants still maintained a lower level of driving days. Once incentives were reinstated in Phase III this number continued decreasing. This lesser bounce - back led to a more constant decline in driving days and perhaps contributed to PayGo's larger impact on commuter behavior over the course of the project.

Module IV: Disincentive Removal

The final module, Disincentive Removal, provided a chance to compare the difference, if any, between a free transit pass and a free transit pass plus a rebate incentive to use alternative modes. The recruitment for the Disincentive Removal group was a success and resulted in close

to 140 participants. Some participants indicated that they had heard about the previous modules but had hesitated in the past and now believed in the credibility of the project, while others were not aware of the previous modules but expressed interest in participating.

As Figure 3 in the next section demonstrates, Disincentive Removal program participants showed higher and sustained rates of commuting by car. In the first month of the program, participants drove to work just under 80% of workdays and by the end they continued to drive to work at a very high rate of 77.3%. This is the equivalent of less than half a day per month. The study control group showed that the average driving days per month for participants in the Disincentive Removal module was not significantly different from that of ordinary ABC Ramps monthly contract holders for most of the months. However, this average comparison only offers a partial story. Not all the people who signed up for a transit pass actually used the transit pass for their commute purpose. On average, only about 13% of the 139 participants ever used the free transit pass for their commute purpose (a certain degree of pass usage during non-peak hour travel existed). But for those who used this pass for commute purposes, the average proportion of weekdays driving was about 61.24%, significantly lower than those not participating in the project. Thus, while very few of the participants actually used their free transit pass for commuting purposes, for those who did, it significantly reduced their average parking days per month. As indicated in the attitudinal survey, the lack of easily accessible infrastructure (such as non-transfer bus route choice) disabled transit as a valid alternative to driving, although people may have been attracted to the idea itself and initially signed up for the free bus pass at the beginning. This could also be due to aforementioned self-selection issues in which participants already using, or likely to use, the benefits of a particular module opted into the module that would benefit them the greatest. Regardless of the reason, the Disincentive Removal Module can be interpreted as ineffective due to its inability to induce mode shift away from driving among the broader population of parking contract holders.

Comparison of Impact on Driving Days Across All Modules

The results show that the modules that provide a rebate incentive for alternative transit mode choice showed the greatest impact on commuter driving behavior. These more effective programs can be thought of as those which incorporate flexibility for the commuter to use alternative modes without being penalized for not using their parking pass. Results also show that the level of incentive positively correlates to shifting mode choice away from driving. For example, whereas the PayGo model significantly altered commuter driving behavior by between four and five weekdays per month, the Marginal Rebate program also shifted driving behavior, but only an average of two days per month. The two programs that offered rebate incentives were also identified by participants to be of the greatest perceived value. Lastly, the program that offered the greatest incentives (PayGo) was also able to retain the most participants for an extended study period, thus indicating persistent interest among participants. Overall, this suggests that introducing the incentive of a free parking pass and the flexibility to use that pass without being penalized (via “wasting” portions of the parking contract on any given day) is an effective strategy to shift commuter mode choice away from driving. When this incentive and flexibility was extended to commuters for using modes other than both driving and transit (i.e. bike, telecommute, etc.) the effect of shifting commuters away from driving was even greater.

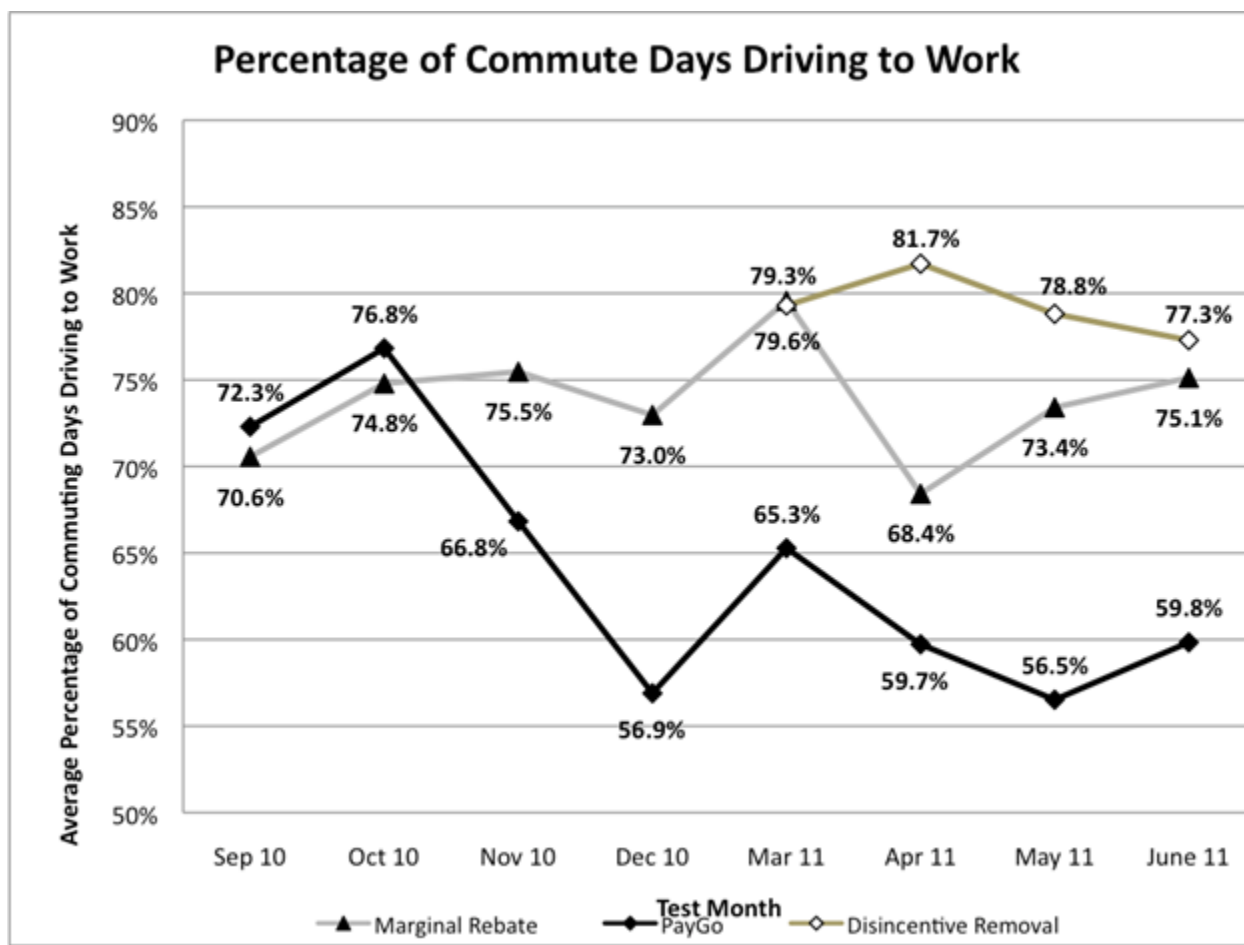


Figure 3.3: Average Percentage of Weekdays Driving to Work, Across Modules

However, modules tested that simply provided incentive with no flexibility to compensate for the sunk parking cost were not able to significantly shift commuter behavior away from driving. Buying Flexibility, for example, is not directly compared to the other three modules in the analysis because the level of incentive (a discounted unlimited transit card for \$20) appeared to be too small to interest parking contract holders to participate in the program. Similarly, while the Disincentive Removal module generated a lot of interest among eligible participants (perhaps due to the ease of marketing something as “free”), it was also unable to significantly shift commuter mode choice away from driving. The effects of Disincentive Removal participants’ results is a bit more nuanced in that very few of the participants actually used their free transit pass for commuting purposes, but for those who did, it significantly reduced their average parking days per month. This could be due to aforementioned self-selection issues in which participants already using or likely to use the benefits of a particular module opted into the module that would benefit them the greatest. Regardless, despite the participation and benefit this module afforded a small portion (13%) of its participants, the Disincentive Removal Module can be interpreted as less effective due to its inability to induce mode shift away from driving among the broader population of parking contract holders.

Impact on Use of Non-Driving Modes

Transit Use

The PayGo module was the only module that produced a statistically significant increase in higher transit use. In PayGo (Phase II), an average participant rode the bus or train to work 2.1 days per month. At the beginning of the project, this number was only one day per month for the same participants, but it gradually increased until peaking at 3.1 days in the month of June 2011. This increasing trend was unique in the PayGo group.

For the Marginal Rebate group, although some fluctuation existed, the results showed that in most months participants used transit a fairly consistent (and low) amount, averaging 0.9 days per month. The group with the least incentive (Disincentive Removal) had the least amount of transit use, averaging 0.46 days. However, the more time Disincentive Removal participants spent in the project, the more often they used the free transit pass to work. For example, the increase from 2.87% in March 2011 to 3.48% in June 2011 is statistically significant. Furthermore, the aforementioned pattern existed in this module in which the small percentage of participants who used the free transit pass used it heavily, reducing their average driving days to 61.2%. This suggests that a free transit pass can induce transit usage amongst commuters who are interested in and able to use transit, but is a less likely strategy to induce mode shift among parking contract holders more broadly.

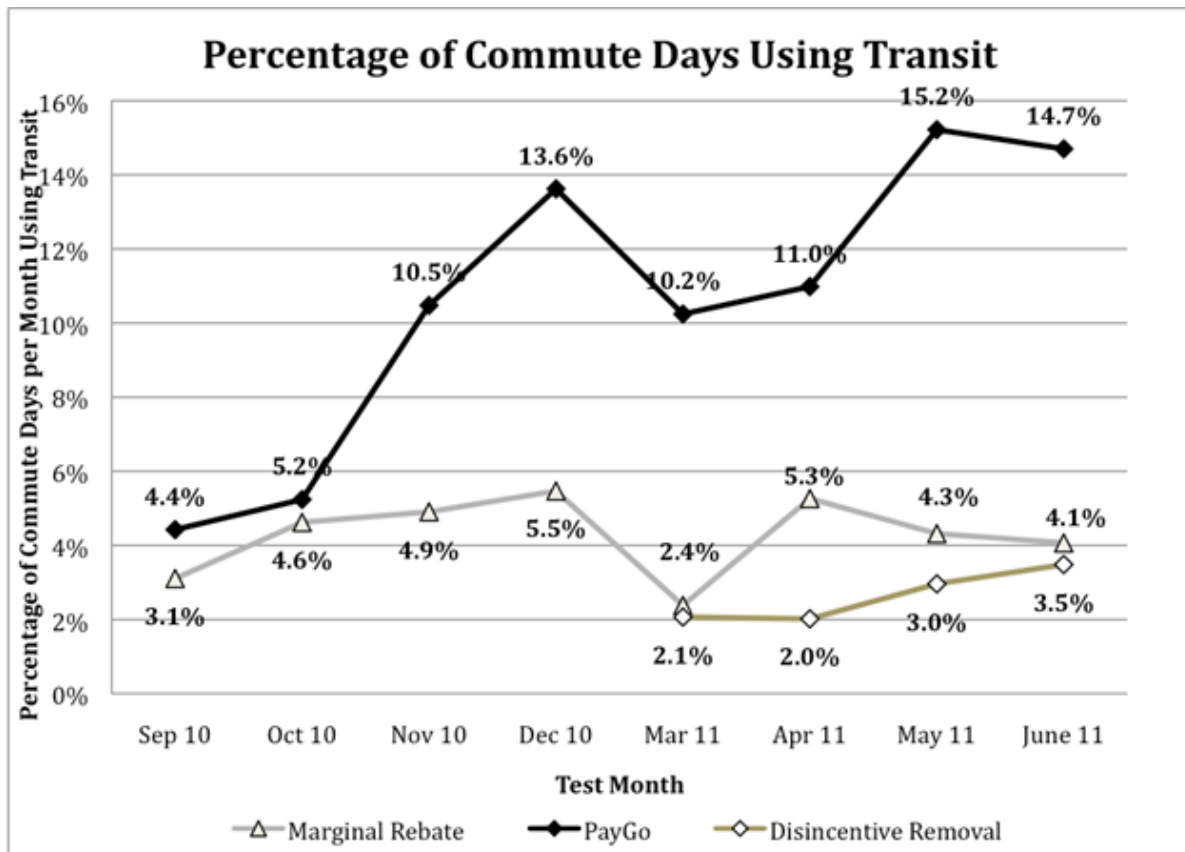


Figure 3.4: Portion of Commute Days Using Transit

Comparing Modes Other Than Driving and Transit

Similar to the reduction in driving days, higher levels of incentives and flexibility induced more use of other modes. PayGo participants, who received the highest incentives and flexibility, and the only group that received incentives for modes other than public transit, used other modes of commute on average over one-fourth of the working weekdays. The Disincentive Removal group, which had less incentive and flexibility, averaged around 19%. Admittedly, there was potential for certain self-selection to be involved, given that people with more flexibility to work off-site or telework may have chosen to sign up for the PayGo module to maximize the benefit. After April 2011, PayGo participants continued using alternate mode choices on into June, where during the same period Marginal Rebate participants tapered off from using modes other than transit. One possible explanation for higher and sustained alternate mode choice is the seasonal shift toward spring and early summer that would make modes other than driving or transit (i.e. biking, walking, etc.) more accessible. Since these modes were incentivized in PayGo but not in the other modules, this could have caused commuters to use these modes more often as they became more accessible and desirable.

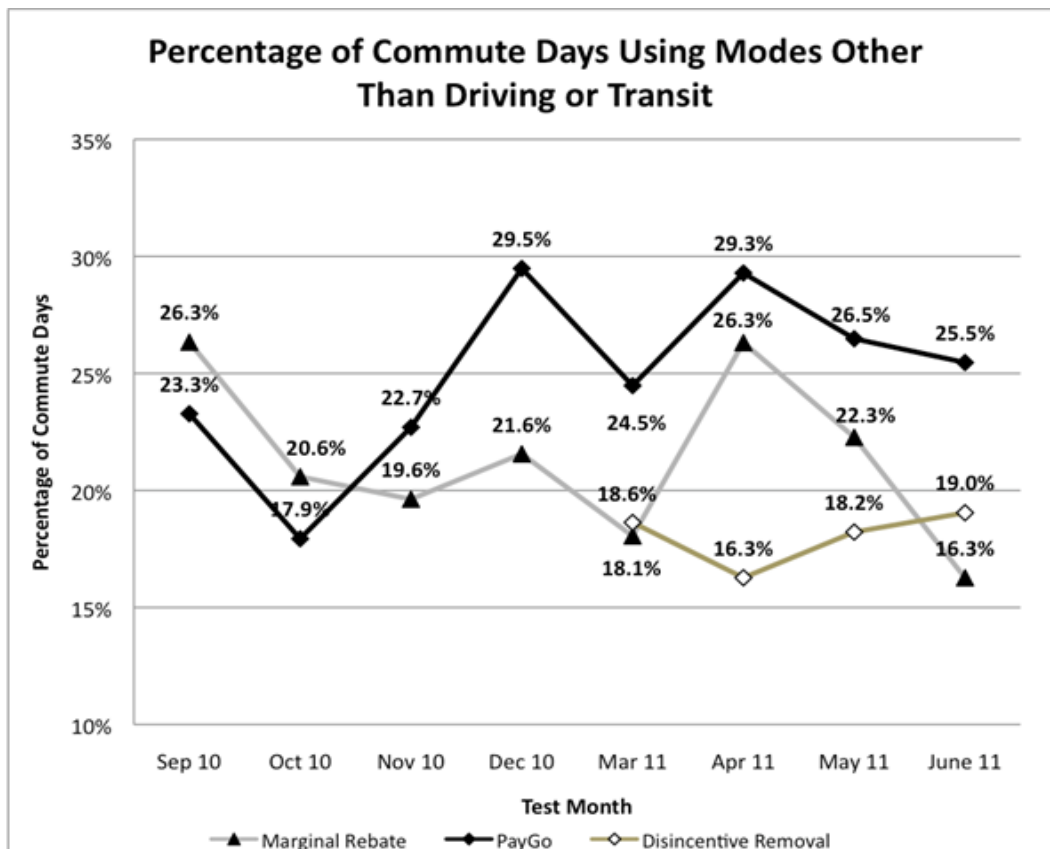


Figure 3.5: Average Proportions of Weekdays Using Commute Modes Other Than Driving or Transit

Reasons for not Using Parking Pass

In comparing the reduction in driving days and number of days taking public transportation, it is readily apparent that not all non-driving days were replaced by riding transit. Data provided by the ABC Ramps showed that the average contract holder's total parking days per month was usually less than the total number of weekdays in the period prior to the study. This indicates that people had used other modes of commute, even without the incentive provided under this project. Working off-site, taking a leave, or dealing with personal business somewhere else were among the commonly shared reasons. Telecommuting had also become a popular choice for employers as well as employees. If the trip to the office was an impulsive choice, those with a short commute distance (and good weather) identified biking or scootering as possible commuting modes.

Figure 3.6 shows the reasons respondents provided for not using their parking pass in the follow-up survey that was administered after Phase III. Note that multiple answers were allowed in the survey, thus the total did not add up to 100%. For Buying Flexibility participants, public transit was the main new mode of commute; this was not surprising because they were likely more interested in public transportation to begin with (see section on self-selection) and had invested in the \$20 monthly transit pass. To contrast, PayGo participants fully took advantage of other modes of commute that could enable them not to use the parking card (i.e. public transit, working offsite, telecommuting) since they could obtain a rebate by using any mode other than driving. Telecommuting was the most widely recognized alternative for PayGo participants.

Lastly, it is interesting that the free transit pass for Disincentive Removal participants did not result in participants citing public transit as a top reason for shifting away from the parking pass, compared to modules such as Buying Flexibility where participants were required to invest \$20 in a transit pass. The \$20 investment in the transit pass may, for better or worse, be thought of as the converse of the parking pass, representing a small sunk cost that "marries" commuters to occasionally using an alternate mode (in this case public transit) in order to recoup their investment. The free transit pass for disincentive removal participants, though using it frequently would have provided a greater commuter savings overall, required no investment by the participant and was thus easier to ignore public transit as a mode choice.

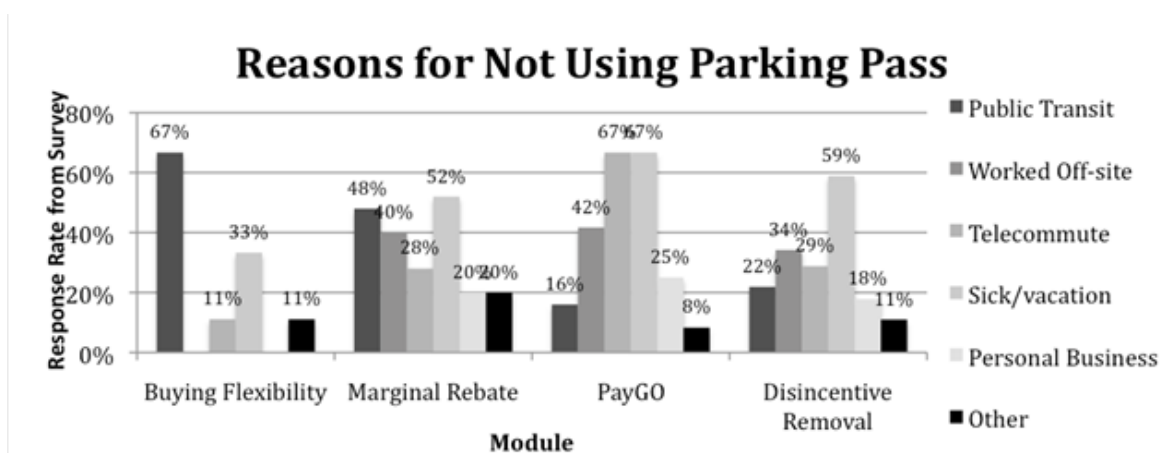


Figure 3.6: Reasons for Not Using Parking Passes from the Follow-up Survey

Commuter Origin

Below is a map displaying origin location for study participants and their estimated commute time to work by transit. The map shows that the majority of study participants had a 60-90 minute commute at most, though numerous dots located in the red indicate that a portion of participants may have had a commute time of two hours or more.

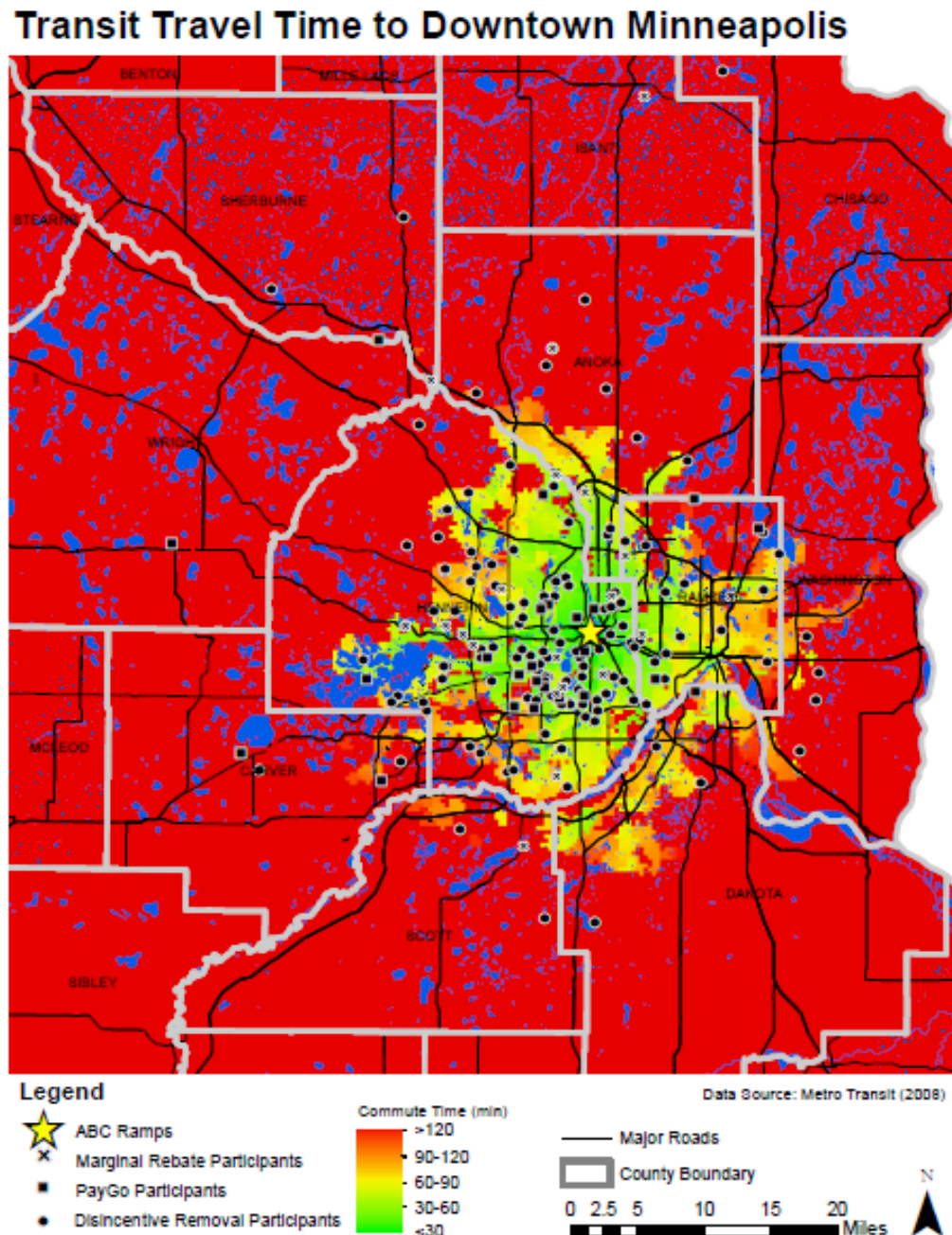


Figure 3.7: Transit Travel Time to Downtown Minneapolis

Greater distances will invariably influence a commuter's mode choice decision, as will more subtle dynamics such as varying degrees of access to transit. While commuter origin was not analyzed in great detail for this report, future studies could use distance from parking location and transit accessibility as key variables in determining how responsive commuters are to incentives.

Employer/Employee Paid Contracts

The follow-up surveys distributed to participants asked whether their employer used employee, employer or shared contract purchasing. The table below shows participant responses to the question, "Does your employer provide you with free or reduced parking at work?"

Table 3.1: Percentage of Participants With Employer/Employee-Paid Parking Contracts

	Marginal Rebate	PayGo	Disincentive Removal	Total
Yes, free parking	17.9%	-	19.2%	17.9%
Yes, reduced parking costs.	12.3%	8.3%	13.7%	12.3%
No	69.8%	91.7%	67.1%	69.8%

The results above demonstrate that those with the most potential to recoup a personal investment chose to participate in the Module with the most incentive (PayGo). This suggests that innovative pricing strategies in parking contracts might best be deployed in areas where more of the price burden is borne by the commuter, as they will likely be more responsive to incentives and flexibility.

Perceived Benefit to the Participant

When considering the benefits of each module and potential expansion or implementation of a particular pricing strategy, an important factor to consider is the perceived value to the consumer. In each follow-up survey, participants were asked about their perceived value of each module. Marginal Rebate, PayGo, and Disincentive Removal participants all considered each program to be of somewhat or very good value, with 84%, 90%, and 70% of some kind of positive value relative to a monthly parking contract. Figure 4.7 below shows the cumulative value judgment of participants who completed the Phase III follow-up survey. The results suggest that despite varying results in shifting actual commuter behavior, a high perceived value suggests that commuters elsewhere would be interested in participating in similar programs that, with a thoughtful selection of pricing strategy, could potentially assist in shifting parking contract holders away from their "drive and park" routines in more predictable and sustained ways.

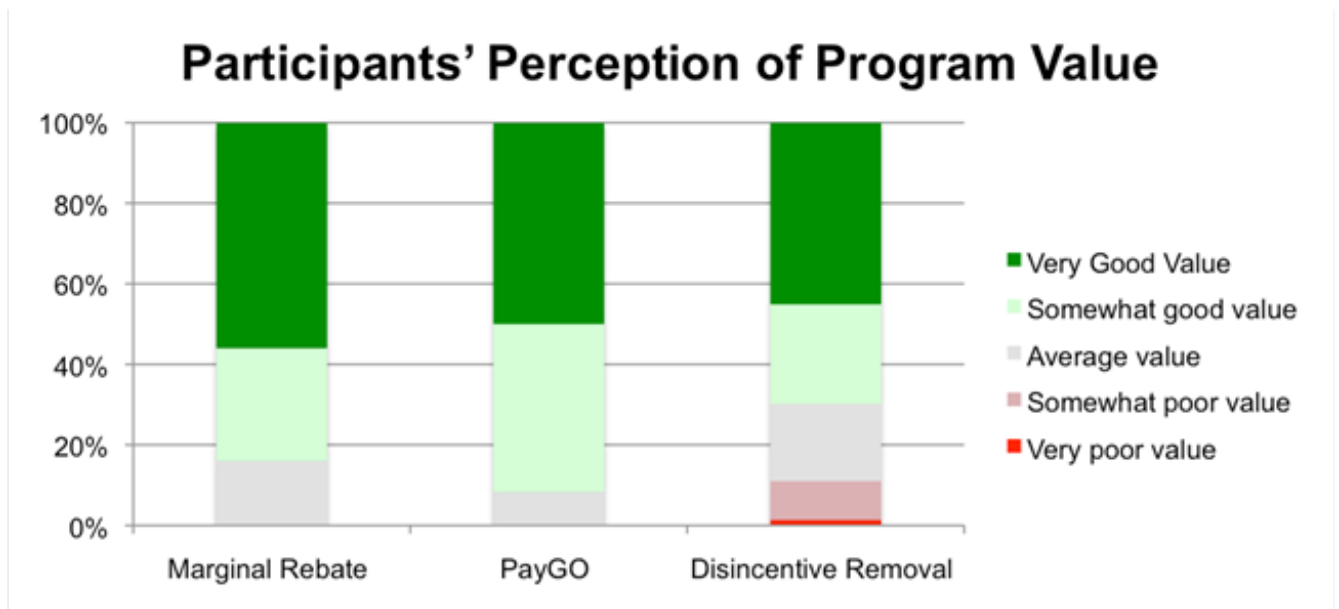


Figure 3.8: Participants' Perception of Program Value

Chapter 4. Conclusion

Key Findings

Analysis of the commuting behavior among participants in this study demonstrated that the level of incentive and flexibility built into monthly parking contracts positively correlates to the propensity for mode shift away from driving to occur. More precisely, this study found that the two modules tested that incorporated both incentives *and* flexibility (Marginal Rebate and PayGo) significantly shifted commuter mode choice away from driving whereas modules that provided incentives but no flexibility (Buying Flexibility and Disincentive Removal) did not. In other words, a discounted or even free transit pass alone is not enough to shift commuter mode choice. Participants in the PayGo module, who received the greatest amount of both incentives and flexibility, saw the greatest and most sustained mode shift, a mode shift that remained even in periods between phases that involved no incentives.

While this is a finding worth identifying, it might be premature to identify flexibility (defined as the opportunity to pursue alternative mode choices without being penalized for not using one's parking contract) as the key indicator in stimulating alternative mode choice. For example, PayGo not only provided flexibility, it also provided a greater cumulative financial incentive, so the increase in mode shift seen in PayGo might simply be a function of this higher financial incentive.

The applicability of this study into real-world practice depends greatly on the parking market in any given location. While there are costs associated with delivering an incentive-based parking pricing program, there are costs to be considered for alternative solutions to managing increased parking demand and the costs and benefits of each strategy must be considered. Implementation of these innovative pricing strategies should mainly be considered in parking constrained markets. In these instances the cost of adding additional capacity may be greater than the cost to administer an incentive program, thus justifying its implementation. Additionally, it is important to recognize that in order to implement such a program, cooperation and coordination among local governmental agencies, the transit provider, and the owners and operators of parking structures are required.

Areas for Future Study

If a similar study were to be conducted, there are a number of things that could be adjusted to enhance it and provide better control. The following improvements would provide for more ideal study conditions: testing all modules at the same time, a larger participant pool, all participants being randomly assigned to the modules, and better vetted technologies used for data collection to avoid inconsistencies due to technology issues.

In addition to identifying improvements for future iterations of the same study, there were a number of related questions raised throughout the course of the study. These questions were deemed outside of the scope of the study, but were also identified as areas for potential future exploration. The questions include:

- How to make a business case or public policy case for parking pricing programs? This should include a description of explicit business and / or public policy objectives which are being pursued and an analysis of the cost effectiveness of such policies under a larger scale implementation. Despite some of the positive results related to mode shift, there is some concern as to whether or not pricing programs similar to the modules run in this

study could function under real-world circumstances. Cost is a primary concern considering all the pricing programs tested involved some level of subsidy, either through a discounted or free bus pass and/or through direct rebates to participants. Future study and analysis could help to determine a way, if any, to market pricing programs to businesses and municipalities involved in parking.

- How to incorporate carpooling into a pricing program? For the purposes of this study, people with carpool contracts were excluded from participating. However, carpoolers could potentially be a prime market for pricing programs because they are already making adjustments to traditional SOV commuting. Finding a way to include carpooling in pricing programs, in a way that is both beneficial to the carpool and the program, could potentially increase participation in a pricing program and achieve further mode shift results.
- What are other markets for pricing programs? The ABC Ramps were a good location for this study because they are located in downtown Minneapolis, an area with high demand for parking. Future study could identify other areas with high parking demand, such as universities, and look to structure pricing programs to fit the location's specific needs. Analysis of the success of pricing programs in these different locations would help to determine the prime market for and structure of pricing programs

References

1. Shoup, Donald. *The High Cost of Free Parking*. American Planning Association. 2011.
2. Vaca E., Kuzmyak, J. et al. Chapter 13 Parking Pricing and Fees: Traveler Response to Transportation System Changes. In *Transit Cooperative Research Program Report 95: Traveler Response to Transportation System Changes*, Transportation Research Board, Washington D.C. 2005, p 2-3.
3. Knepper V., Willson R., et al. *Developing Parking Policies to Support Smart Growth in Local Jurisdictions: Best practices*, Metropolitan Transportation Commission, California, 2007, p 44.
4. Shoup. *The High Cost of Free Parking* (Chapter 10). 2011.
5. Munnich, Lee and Kenneth Buckeye, *Center for Transportation Studies Report no. CTS 10-08: I-394 Phase II Planning Study*, July 2010.

Appendix A
Phase 1 Recruitment Informational Flyer

\$20 Monthly Bus Passes!

The University of Minnesota Humphrey Institute of Public Affairs, in conjunction with the Federal Highway Administration, Minnesota Department of Transportation and MetroTransit, have partnered with ABC Ramps to conduct a research study to determine the attitudes and perceptions of monthly contract parkers about Metro area transportation related issues.

We have designed a brief (5-7 minute) survey which we are asking you to complete. Upon finishing the survey, you are eligible to win a prize drawing which includes \$50 gift cards from local area retailers. Eligible participants will be offered a monthly bus pass (\$113 value) for \$20.00* for their use during the study.

*Northstar requires extra fare, pass is nontransferable

To begin the survey, go to
www.slpp.hhh.umn

**For more information
come visit us in the skyway
(Ramp A) on Feb 22 7AM – 9AM!**

HURRY – PARTICIPATION IS LIMITED!



Appendix B
Phase 1 Recruitment Informational Handout




HAVE A MONTHLY PARKING CONTRACT BUT CONSIDERING TRANSIT?

Take advantage of this special offer for a discount bus pass!

**A \$113 value for only \$20*
Plus a chance to win a \$50 gift card.**

**Log on to
www.slpp.hhh.umn.edu
to see if
you are eligible
for this
amazing deal!**
(see reverse side for more information)





The University of Minnesota Humphrey Institute of Public Affairs, in conjunction with the Federal Highway Administration, Minnesota Department of Transportation and MetroTransit, have partnered with ABC Ramps to conduct a research study to determine the attitudes and perceptions of monthly contract parkers about Metro area transportation related issues. We have designed a brief (5-7 minute) survey which we are asking you to complete.

Upon finishing the survey, you are eligible to win a prize drawing which includes **\$50 gift cards** from local area retailers. Eligible participants will be offered a **monthly bus pass for \$20.00*** (a \$113 value) for their use during the study.

To begin the survey, go to www.slpp.hhh.umn

*Northstar requires extra fare, Nontransferable pass

sponsoring partners:

Appendix C
Calendar of Eligible Days

Module 3 Calendar

9/15/2010 - 1/15/2011

September 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

www.twins.com

October 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

www.twins.com

November 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

www.twins.com

December 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

www.twins.com

January 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

www.twins.com

Legend

- Day not included (weekends, holidays, etc)
- Day included but noted (Twins games, weather, etc)
- Day included

Module 4 Calendar

3/15/2011 - 7/15/2011

March 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Legend

- Day not included (weekends, holidays, etc)
- Day included but noted (Twins games, weather, etc)
- Day included

Appendix D
Pre-Study Eligibility, Behavioral, and Attitudinal Survey

The Surveys are attached following this page, in the following order:

1. Initial recruitment survey for Phase 1 (for those recruited through signage and flyers)
2. 2nd recruitment survey for Phase 1 (following e-mail blast)
3. Recruitment survey for Phase 2
4. Follow-up survey for Phase 2
5. Recruitment survey for Phase 3
6. Follow-up survey for Phase 3

Initial recruitment survey for Phase 1 (for those recruited through signage and flyers)



ABC Ramp Parking Study

- A** Thank you for taking the time to complete this brief (5-7 minute) survey about transportation related issues in the Metro area. The survey is designed to gauge the impact of transportation issues on commuters in the west metro area. Your answers to these questions are important and will be kept strictly confidential.

To confirm your eligibility for this project, please answer the questions below.

Do you have a monthly parking contract at the ABC Ramps?

- ☐ Yes, I hold a regular (NON-CARPOOL) monthly contract now and I am not considering withdrawing currently
- ☐ Yes, I hold a carpool monthly contract now
- ☐ No, I am not a contract holder

Q1 How many WEEKDAYS do you typically commute to work in the mornings between 6:00 a.m. and 9:00 a.m.?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ None

Q2 How many WEEKDAYS do you typically commute back from work in the afternoons between 3:00 p.m. and 7:00 p.m.?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ None

Q3 In what city do you start your commute? (Specify Name of city)

Q4 Do you use your car for business related purposes during normal work hours?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q5 Do you typically use a freeway or state highway as part of your commute to work? By freeways and highways, we mean highways such as 94, 394, 494, 100, etc.

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q6 Which freeways or highways do you typically use?

Select all that apply

- ☐ 35W
- ☐ 55
- ☐ 62 Crosstown
- ☐ 94
- ☐ 100
- ☐ 169
- ☐ 394
- ☐ 494
- ☐ 694
- ☐ Other Please specify _____

Q6b Do you pay any MnPASS tolls on your commute?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q6c Please provide the approximate daily fee

\$

Q7 Normally, how many minutes does it take you in the morning to commute to work?

- ☐ Less than 15 minutes
- ☐ 15 - 20 minutes
- ☐ 21 - 30 minutes
- ☐ 31 - 45 minutes
- ☐ 46 - 60 minutes
- ☐ More than 60 minutes
- ☐ Don't know/Refused

Q8 Please describe your level of tolerance for the existing levels of traffic during your trips to and from work.

Use a scale of 1 to 10 where "1" means you really don't mind and "10" means that the levels are intolerable, what number best represents how you feel about the existing level of traffic you experience?

1 2 3 4 5 6 7 8 9 10 Don't know /Refused

Q9 Do you work at other places some days, for example, at home, instead of commuting to your normal workplace?

- ☐ Yes
☐ No
☐ Don't know/Refused

Q10 On average, how many days do you work at places other than your office each MONTH?

- | | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10
or
more | Don
't Know
/Refused |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q11 Which of the following modes of transportation have you used in the past year or so while traveling in Minnesota?

Select all that apply

- ☐ Drive (a car or truck) by yourself
☐ Ride as a passenger in a car
☐ Drive in a carpool or vanpool
☐ Take public transit such as the bus or light rail or commuter rail
☐ Bicycle
☐ Motorcycle
☐ Taxi
☐ None of the above
☐ Or, some other way (Please specify)

Q13 Does your employer provide you with free or reduced parking at work?

- ☐ Yes, free parking
☐ Yes, reduced parking costs
☐ No
☐ Don't know/Refused

Q14 Does your employer offer a program to pay for all or some transportation costs of employees who ride public transit?

- ☐ Yes, pay all
☐ Yes, pay some
☐ No
☐ Don't know/Refused

Q15 Considering all your travel occasions for work or all other times, if public transit options such as light rail service or bus service were readily available and heavily discounted on current rate, how appealing, overall, is the idea of using public transit?

- ☐ Very appealing
- ☐ Somewhat appealing
- ☐ Neither appealing nor unappealing
- ☐ Not very appealing
- ☐ Not at all appealing
- ☐ Don't know/Refused

Q16 Why do you say that?

Our next series of questions is for classification purposes only and will help us properly analyze responses to this survey. We never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

Q17 In which of the following categories does your age fall into?

- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 years and over
- ☐ Refused

Q18 What is the last grade or level of education that you completed?

- ☐ High School or less
- ☐ Technical or vocational school
- ☐ Some college
- ☐ College graduate, or
- ☐ Post graduate work or advanced degree
- ☐ Refused

Q19 For classification purposes only, which category best represents your 2009 total household income before taxes?

- ☐ *Under \$20,000*
- ☐ *\$20,000 to \$34,999*
- ☐ *\$35,000 to \$49,999*
- ☐ *\$50,000 to \$64,999*
- ☐ *\$65,000 to \$74,999*
- ☐ *\$75,000 to \$99,999*
- ☐ *\$100,000 or more*
- ☐ *Refused*

Q20 Thank you very much for your time and participation. Please indicate if you are:

- ☐ *Female*
- ☐ *Male*
- ☐ *Don't know/Refused*

Based on your responses, we would like to invite you to participate in a research study being conducted with ABC Ramp NON-CARPOOL monthly contract parkers.

Researchers at the University of Minnesota Humphrey Institute of Public Affairs have partnered with ABC Ramp to study travel habits and preferences of ABC Ramp parking contract holders.

This study is sponsored by the Minnesota Department of Transportation (Mn/DOT) and the Federal Highway Administration (FHWA). Eligible participants may be offered **a monthly public transit pass (\$113 value valid for rides on buses or light rail trains) for \$20.00* for their use during the study.** The encoded monthly public transit pass is non-transferable. It cannot be use by anyone other than the person to who it is issued. (Spots limited with preference given to early sign-ups)

The study will last four months (March, April, May and June). As a study participant your only obligation is to purchase a monthly public transit pass for \$20* while maintaining your monthly parking contract, and complete a short survey at the end of the study.

(*trips on Northstar Commuter Rail will require additional fare)

Q21 Would you be willing to participate?

- ☐ *Yes, will participate*
- ☐ *Maybe, please contact me to learn more before committing*
- ☐ *No, I am not willing to participate*

Since you have agreed to take part, please provide your name and address information.

Full name:	<input type="text"/>
Street Address:	<input type="text"/>
Apartment (if appropriate)	<input type="text"/>
City:	<input type="text"/>
State	<input type="text"/>
ZIP code	<input type="text"/>
Preferred email:	<input type="text"/>
Parking Card No (REQUIRED)	<input type="text"/>

Thank you very much. We will be contacting you soon regarding your eligibility to buy the transit pass and other details.

**If you would like to obtain additional information about using Metro Transit for your trip, you may determine route options using their Trip Planner, here:
www.metrotransit.org/planyourtrip/plan.asp or by calling 612-373-3333.**

If you have questions about this study, please contact:

**Frank Douma
Assistant Program Director
State and Local Policy Program
Hubert H. Humphrey Institute of Public Affairs
University of Minnesota
612/626-9946**

Thank you very much for your time, your opinions are important.

Thank you for your time. For this survey, regular monthly contract parkers are only eligible to participate.

Sorry you are not eligible for this project. However, you can still participate in our prize drawing. Please leave your contact information.

Full name:

Street Address:

Apartment (if appropriate)

City:

State

ZIP code

Preferred email:

To complete the survey click the **SUBMIT** button below

2nd recruitment survey for Phase 1 (following e-mail blast)

N1



ABC Ramp Parking Study

N2

N12 Thank you for taking the time to complete this brief (5-7 minute) survey about transportation related issues in the Metro area. The survey is designed to gauge the impact of transportation issues on commuters in the west metro area. Your answers to these questions are important and will be kept strictly confidential.

To access the survey, please click the NEXT button below.

A Thank you for taking the time to complete this brief (5-7 minute) survey about transportation related issues in the Metro area. The survey is designed to gauge the impact of transportation issues on commuters in the west metro area. Your answers to these questions are important and will be kept strictly confidential.

To confirm your eligibility for this project, please answer the questions below.

Do you have a monthly parking contract at the ABC Ramps?

- ☐ Yes, I hold a regular (NON-CARPOOL) monthly contract now and I am not considering withdrawing currently
- ☐ Yes, I hold a carpool monthly contract now
- ☐ No, I am not a contract holder

Q1 How many WEEKDAYS do you typically commute to work in the mornings between 6:00 a.m. and 9:00 a.m.?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ None

Q2 How many WEEKDAYS do you typically commute back from work in the afternoons between 3:00 p.m. and 7:00 p.m.?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ None

Q3 In what city do you start your commute? (Specify Name of city)

Q4 Do you use your car for business related purposes during normal work hours?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q5 Do you typically use a freeway or state highway as part of your commute to work? By freeways and highways, we mean highways such as 94, 394, 494, 100, etc.

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q6 Which freeways or highways do you typically use?

Select all that apply

- ☐ 35W
- ☐ 55
- ☐ 62 Crosstown
- ☐ 94
- ☐ 100
- ☐ 169
- ☐ 394
- ☐ 494
- ☐ 694
- ☐ Other Please specify

Q6

Q6b Do you pay any MnPASS tolls on your commute?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q6c Please provide the approximate daily fee

\$

Q7 Normally, how many minutes does it take you in the morning to commute to work?

- ☐ Less than 15 minutes
- ☐ 15 - 20 minutes
- ☐ 21 - 30 minutes
- ☐ 31 - 45 minutes
- ☐ 46 - 60 minutes
- ☐ More than 60 minutes
- ☐ Don't know/Refused

Q8 Please describe your level of tolerance for the existing levels of traffic during your trips to and from work.

Use a scale of 1 to 10 where "1" means you really don't mind and "10" means that the levels are intolerable, what number best represents how you feel about the existing level of traffic you experience?

1 - means you really don't mind	2	3	4	5	6	7	8	9	10 - means that the levels are intolerable	Don't know /Refused
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Do you work at other places some days, for example, at home, instead of commuting to your normal workplace?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q10 On average, how many days do you work at places other than your office each MONTH?

1	2	3	4	5	6	7	8	9	10 or more	Don't Know /Refused
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Which of the following modes of transportation have you used in the past year or so while traveling in Minnesota?

Select all that apply

- ☐ Drive (a car or truck) by yourself
- ☐ Ride as a passenger in a car
- ☐ Drive in a carpool or vanpool
- ☐ Take public transit such as the bus or light rail or commuter rail
- ☐ Bicycle
- ☐ Motorcycle
- ☐ Taxi
- ☐ None of the above
- ☐ Or, some other way (Please specify)

Q11

Q13 Does your employer provide you with free or reduced parking at work?

- ☐ *Yes, free parking*
- ☐ *Yes, reduced parking costs*
- ☐ *No*
- ☐ *Don't know/Refused*

Q14 Does your employer offer a program to pay for all or some transportation costs of employees who ride public transit?

- ☐ *Yes, pay all*
- ☐ *Yes, pay some*
- ☐ *No*
- ☐ *Don't know/Refused*

Q15 Considering all your travel occasions for work or all other times, if public transit options such as light rail service or bus service were readily available and heavily discounted on current rate, how appealing, overall, is the idea of using public transit?

- ☐ *Very appealing*
- ☐ *Somewhat appealing*
- ☐ *Neither appealing nor unappealing*
- ☐ *Not very appealing*
- ☐ *Not at all appealing*
- ☐ *Don't know/Refused*

Q16 Why do you say that?

--

Q Please indicate how strongly you agree or disagree with each of the following statements.

16b1		Agreestrongly	Agreesomewh at	Neitheragree nordisagree	Disagreesome what	Disagreestron gly
Q16b1	I am comfortable riding a bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q16b2						
Q16b3	Q16b3. I wouldn't mind walking a few minutes to get to my destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q16b4						
Q16b5	Q16b5. I use the most convenient form of transportation regardless of cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q16b6						
Q16b7	Q16b7. I don't mind taking a longer trip if I could make productive use of my time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q16b8						
Q16b9	Q16b9. I prefer to make trips alone because I like time to myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q16b10						
Q16b11	Q16b11. I like to being able to come and go without worrying about timetables and schedules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

N3 Our next series of questions is for classification purposes only and will help us properly analyze responses to this survey. We never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

Q17 In which of the following categories does your age fall into?

- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 years and over
- ☐ Refused

Q18 What is the last grade or level of education that you completed?

- ☐ *High School or less*
- ☐ *Technical or vocational school*
- ☐ *Some college*
- ☐ *College graduate, or*
- ☐ *Post graduate work or advanced degree*
- ☐ *Refused*

Q19 For classification purposes only, which category best represents your 2009 total household income before taxes?

- ☐ *Under \$20,000*
- ☐ *\$20,000 to \$34,999*
- ☐ *\$35,000 to \$49,999*
- ☐ *\$50,000 to \$64,999*
- ☐ *\$65,000 to \$74,999*
- ☐ *\$75,000 to \$99,999*
- ☐ *\$100,000 or more*
- ☐ *Refused*

Q20 Thank you very much for your time and participation. Please indicate if you are:

- ☐ *Female*
- ☐ *Male*
- ☐ *Don't know/Refused*

N4 Based on your responses, we would like to invite you to participate in a research study being conducted with ABC Ramp NON-CARPOOL monthly contract parkers.

Researchers at the University of Minnesota Humphrey Institute of Public Affairs have partnered with ABC Ramp to study travel habits and preferences of ABC Ramp parking contract holders. This study is sponsored by the Minnesota Department of Transportation (Mn/DOT) and the Federal Highway Administration (FHWA). Eligible participants may be offered **a monthly public transit pass (\$113 value valid for rides on buses or light rail trains) for \$20.00 for their use during the study.** (Spots limited with preference given to early sign-ups)

If your daily commute to and from work is 20 miles per day, using this transit pass at a cost of \$20 could save you over \$30 a month in travel expenses (based on AAA 2009 average cost per mile of \$0.707).

N5 The study will last four months (list months). As a study participant your only obligation is to purchase a monthly public transit pass for \$20 and complete a short survey at the end of the study.

(*trips on Northstar Commuter Rail will require additional fare)

Q21 Would you be willing to participate?

- ☐ *Yes, will participate*
- ☐ *Maybe, please contact me to learn more before committing*
- ☐ *No, I am not willing to participate*

Q22 Please tell us what is the main reason you are not interested in using the monthly public transit pass at a cost of \$20 for use during this study (monthly pass has a \$113 value and is valid for rides on buses or light rail trains)?

N6 Since you have agreed to take part, please provide your name and address information.

Q22 Q22a. Full name:

Q22 Q22b. Street Address:

Q22 Q22c. Apartment (if appropriate)

Q22 Q22d. City:

Q22 Q22e. State

Q22 Q22f. ZIP code

Q22 Q22g. Preferred email:

Q22 Q22h. Parking Card No
(REQUIRED - Bottom of card first 8 digits)

N7 Thank you very much. We will be contacting you soon regarding your eligibility to buy the transit pass and other details.

If you would like to obtain additional information about using Metro Transit for your trip, you may determine route options using their Trip Planner, here: www.metrotransit.org/planyourtrip/plan.asp or by calling 612-373-3333.

If you have questions about this study, please contact:

**Frank Douma
Assistant Program Director
State and Local Policy Program
Hubert H. Humphrey Institute of Public Affairs
University of Minnesota
612/626-9946**

N9 Thank you very much for your time, your opinions are important.

N8 Thank you for your time. For this survey, regular monthly contract parkers are only eligible to participate.

N10 Thank you very much for your responses. Your feedback will be valuable input to develop future transportation policy to better meet your needs. All your responses will remain confidential and be put together with other participants in this survey.

Please provide your email address to be eligible to win a prize drawing which includes five \$50 Target GiftCards.

If you would like to receive an Official Minnesota Highway map provide your complete mailing address information

Q23 Q23g. Preferred email:

Q23 Q23a. Full name:

Q23 Q23b. Street Address:

Q23 Q23c. Apartment (if appropriate)

Q23 Q23d. City:

Q23 Q23e. State

Q23 Q23f. ZIP code

N11 To complete the survey click the **SUBMIT button below**

Recruitment survey for Phase 2



ABC Ramp Parking Study

Thank you in advance for completing this survey. Your opinions are very important to the development of products and services intended to meet your transportation needs.

How many WEEKDAYS do you typically commute to work in the mornings between 6:00 a.m. and 9:00 a.m.?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ None

How many WEEKDAYS do you typically commute back from work in the afternoons between 3:00 p.m. and 7:00 p.m.?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ None

In what city do you start your commute? (Specify name of city)

Do you typically use a freeway or state highway as part of your commute to work? By freeways and highways, we mean highways such as 94, 394, 494, 100, etc.

- ☐ Yes
☐ No
☐ Don't know/Refused

Which freeways or highways do you typically use?

Select all that apply

- ☐ 35W
☐ 55
☐ 62 Crosstown
☐ 94
☐ 100
☐ 169
☐ 394
☐ 494
☐ 694
☐ Other Please specify

Do you pay any MnPASS tolls on your commute?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Please provide the approximate daily fee

Normally, how many minutes does it take you in the morning to commute to work?

- ☐ *Less than 15 minutes*
- ☐ *15 - 20 minutes*
- ☐ *21 - 30 minutes*
- ☐ *31 - 45 minutes*
- ☐ *46 - 60 minutes*
- ☐ *More than 60 minutes*
- ☐ *Don't know/Refused*

Do you work at other places some days, for example, at home, instead of commuting to your normal workplace?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

On average, how many days do you work at places other than your office each MONTH?

- 1 2 3 4 5 6 7 8 9 10 or more Don't Know /Ref used

Which of the following modes of transportation have you used in the past year or so to commute to work?

Select all that apply

- ☐ Drive (a car or truck) by yourself
- ☐ Go in a carpool or vanpool
- ☐ Take public transit such as the bus or light rail or commuter rail
- ☐ Bicycle
- ☐ Motorcycle
- ☐ Taxi
- ☐ Walk
- ☐ None of the above
- ☐ Or, some other way (Please specify)

On average, how many days do you take public transit to commute to work each MONTH?

- | | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10
or
more | Don
't Know
/Ref
used |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Does your employer provide you with free or reduced-price parking at work?

- ☐ Yes, free parking
- ☐ Yes, reduced parking costs
- ☐ No
- ☐ Don't know/Refused

Does your employer offer a program to pay for all or some transportation costs of employees who ride public transit?

- ☐ Yes, pay all
- ☐ Yes, pay some
- ☐ No
- ☐ Don't know/Refused

Considering all your travel occasions for work or all other times, if public transit options such as light rail service or bus service were heavily discounted, how appealing, overall, is the idea of using public transit?

- ☐ Very appealing
- ☐ Somewhat appealing
- ☐ Neither appealing nor unappealing
- ☐ Not very appealing
- ☐ Not at all appealing
- ☐ Don't know/Refused

Why do you say that the idea of using public transit is {Q13}?

The following questions are about concepts for new types of monthly contracts that may be made available to monthly contract parkers, such as those at ABC Parking Ramps. Please review each concept and answer some questions about it.

Deeply Discounted Public Transit Pass Concept

This study is sponsored by the Minnesota Department of Transportation (Mn/DOT) and the Federal Highway Administration (FHWA). Eligible participants may be offered a monthly public transit pass (\$113 value valid for rides on buses or light rail trains) for \$20.00* for their use during the study. The encoded monthly public transit pass is non-transferable. It cannot be used by anyone other than the person to who it is issued. (Spots limited with preference given to early sign-ups)

The study will last four months (March, April, May and June). As a study participant your only obligation is to purchase a monthly public transit pass for \$20* while maintaining your monthly parking contract, and complete a short survey at the end of the study. (*trips on Northstar Commuter Rail will require additional fare)

After your experience, how appealing is this concept to you now?

- ☐ Very appealing
- ☐ Somewhat appealing
- ☐ Neither appealing nor unappealing
- ☐ Not very appealing
- ☐ Not at all appealing
- ☐ Don't know/Refused

What thing or things do you find APPEALING about this concept?

What thing or things do you find UNAPPEALING about this concept?

Did you use the Deeply Discounted Public Transit Pass?

- ☐ Yes
- ☐ No

How likely are you to use the transit pass to commute to and from work on at least some occasions? *Free Public Transit Pass*

- ☐ *Definitely would use it*
- ☐ *Probably would use it*
- ☐ *Can't say whether I would use it or not*
- ☐ *Probably would not use it*
- ☐ *Definitely would not use it*
- ☐ *Don't know/Refused*

Free Public Transit Pass with a Refund

A free unlimited transit pass valid on any regular route bus or transit rail line (additional cost for Northstar) in the Twin Cities region will be mailed to you at the beginning of every month as long as you keep a valid non-carpool contract. In addition, you will get a refund of \$2 per day on days when the transit pass, instead of driving and parking, is used for commuting to and from downtown Minneapolis during peak hours (6-9am, 3-7pm).

This card is non-transferable and is registered for theft and loss protection. It is normally offered at a price of \$130

How appealing is this concept to you?

- ☐ *Very appealing*
- ☐ *Somewhat appealing*
- ☐ *Neither appealing nor unappealing*
- ☐ *Not very appealing*
- ☐ *Not at all appealing*
- ☐ *Don't know/Refused*

Why do you rate this concept {Q20}?

How likely are you to use the transit pass to commute to and from work on at least some occasions? *Free Public Transit Pass with a Refund*

- ☐ *Definitely would use it*
- ☐ *Probably would use it*
- ☐ *Can't say whether I would use it or not*
- ☐ *Probably would not use it*
- ☐ *Definitely would not use it*
- ☐ *Don't know/Refused*

PAYGo Flex-pass Rebate

A free unlimited transit pass valid on any regular route bus or transit rail line (additional cost for Northstar) in the Twin Cities region will be mailed to you at the beginning of every month as long as you keep a valid non-carpool contract. In addition, you get a “credit” by the amount you pay for the contract. You will be charged \$7 against the credit on days you park and \$5 against the credit on days you take the transit. Nothing will be charged on days you telecommute, bicycle or walk to work. Participants who use up less than their credit during the month will be able to take what is left as a rebate, up to half the cost of the monthly parking permit. No participant will be charged additional fees, even if the cumulative marginal costs of their monthly travel exceed what they paid for the monthly parking pass.

How appealing is this concept to you? *PAYGo Flex-pass Rebate*

- ☐ *Very appealing*
- ☐ *Somewhat appealing*
- ☐ *Neither appealing nor unappealing*
- ☐ *Not very appealing*
- ☐ *Not at all appealing*
- ☐ *Don't know/Refused*

Why do you rate this concept {Q23}? *PAYGo Flex-pass Rebate*

How likely are you to use the transit pass to commute to and from work on at least some occasions? *PAYGo Flex-pass Rebate*

- ☐ *Definitely would use it*
- ☐ *Probably would use it*
- ☐ *Can't say whether I would use it or not*
- ☐ *Probably would not use it*
- ☐ *Definitely would not use it*
- ☐ *Don't know/Refused*

How likely are you to telecommute, or to bicycle or walk to work, on at least some occasions?

- ☐ *Very likely*
- ☐ *Somewhat likely*
- ☐ *Neither likely nor unlikely*
- ☐ *Not very likely*
- ☐ *Not at all likely*
- ☐ *Don't know/Refused*

Of the three concepts for new types of monthly contracts that may be made available to monthly parking contract holders, which one do you prefer?

- ☐ **Free Public Transit Pass** - *Free transit pass*
- ☐ **Free Public Transit Pass with a Refund** - *Refund is based on number of days using the free transit pass for commuting.*
- ☐ **PAYGo Flex-pass Rebate** - *Monthly pass holder is given a rebate for credit not used*
- ☐ **None, I am not at all interested in using public transit to commute to and from work.**

Please explain why you prefer {Q27}?

For each of the following statements, please rate how strongly you agree or disagree.

	AgreeStrongly	AgreeSomesewhat	Neither agree or disagree	Disagree somewhat	DisagreeStrongly	Don't Know /Refused
I would take public transit to work if it ran closer to my home and work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very familiar with public transit options and schedules available for my commute to and from work..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't take public transit to and from work because I have a monthly parking contract.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would take a light rail train to and from work, but I will not take a public transit bus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would lose too much travel freedom if I took public transit to and from work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I should consider riding my bike or walking to work on at least some occasions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Our next series of questions is for classification purposes only and will help us properly analyze responses to this survey. We never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

In which of the following categories does your age fall into?

- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 years and over
- ☐ Refused

For classification purposes only, which category best represents your 2009 total household income before taxes?

- ☐ Under \$20,000
- ☐ \$20,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$64,999
- ☐ \$65,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 or more
- ☐ Refused

Thank you very much for your time and participation. Please indicate if you are:

- ☐ Female
- ☐ Male
- ☐ Don't know/Refused

Please provide your full name, email address and parking card information to be eligible to win a prize drawing for ONE of FIVE \$50 cash cards

Full name:

Preferred email:

Parking Card No
(REQUIRED)

- ☐ *One or more of these concepts may be part of a pilot program test this fall. If you are interested, please check here*

To complete the survey click the **SUBMIT** button below

Follow-up survey for Phase 2



ABC Ramp Parking Study

Thank you in advance for completing this survey. Your opinions are very important to the development of products and services intended to meet your transportation needs.

The University Of Minnesota Humphrey Institute Of Public Affairs evaluated three different concepts for new types of parking contracts with people who have monthly parking contracts with ABC Ramps. Which of the following programs did you participate in? Check all that apply

- ☐ *Deeply Discounted Public Transit Pass (March 15 through July 15, 2010) Purchase monthly public transit pass for \$20.00, a \$113 value*
- ☐ *Free Public Transit Pass with a Refund (September 15, 2010 through January 15, 2011) Refund is based on number of days using the free transit pass for commuting.*
- ☐ *PAYGo Flex-pass Rebate (September 15, 2010 through January 15, 2011) Monthly pass holder is given a rebate for credit not used*

Please provide your feedback about the pilot program parking concept as it was evaluated.

Deeply Discounted Public Transit Pass Concept

This study is sponsored by the Minnesota Department of Transportation (Mn/DOT) and the Federal Highway Administration (FHWA). Eligible participants may be offered a monthly public transit pass (\$113 value valid for rides on buses or light rail trains) for \$20.00* for their use during the study. The encoded monthly public transit pass is non-transferable. It cannot be used by anyone other than the person to who it is issued. (Spots limited with preference given to early sign-ups)

The study will last four months (March, April, May and June). As a study participant your only obligation is to purchase a monthly public transit pass for \$20* while maintaining your monthly parking contract, and complete a short survey at the end of the study. (*trips on Northstar Commuter Rail will require additional fare)

After your experience, how appealing is this concept to you now?

- ☐ *Not at all appealing*
- ☐ *Not very appealing*
- ☐ *Neither appealing nor unappealing*
- ☐ *Somewhat appealing*
- ☐ *Very appealing*

What thing or things do you find APPEALING about this concept?

What thing or things do you find UNAPPEALING about this concept?

Did you use the Deeply Discounted Public Transit Pass?

- ☐ Yes
- ☐ No

What was the main reason, or reasons, you did not use the Deeply Discounted Public Transit Pass?

On average, how many days PER MONTH did you use the Deeply Discounted Public Transit Pass to commute to work?

- 1

☐
- 2

☐
- 3

☐
- 4

☐
- 5

☐
- 6

☐
- 7

☐
- 8

☐
- 9

☐
- 10

☐
- more than 10

☐
- None

☐

How many WEEKDAYS do you typically park in the ABC Parking Ramps.?

- 1

☐
- 2

☐
- 3

☐
- 4

☐
- 5

☐
- None

☐

If you don't park at ABC Ramps on a weekday, which of the following statements are applicable?

- ☐ *I use public transit to get to work*
- ☐ *I am working off-site at a meeting or another location (not at home)*
- ☐ *I telecommute from my home*
- ☐ *I am sick or on vacation*
- ☐ *I am probably taking care of a family situation*
- ☐ *Other Please specify*

As a monthly contract parker, how would you rate the perceived overall value of this Deeply Discounted Public Transit Pass Pricing Program with a monthly parking contract concept?

- ☐ *Very poor value*
- ☐ *Somewhat of a poor value*
- ☐ *Average value*
- ☐ *Somewhat of a good value*
- ☐ *Very good value*

Overall, how would you rate how your experience with the Deeply Discounted Public Transit Pass with a monthly parking contract concept

- ☐ *Much worse than I expected*
- ☐ *Somewhat worse than I expected*
- ☐ *About the same as I expected*
- ☐ *Somewhat better than I expected*
- ☐ *Much Better than I expected*

Please explain why your experience was BETTER than you expected.

Please explain why your experience was WORSE than you expected.

What changes, if any, would you suggest to this monthly parking contract concept - Deeply Discounted Public Transit Pass - that would have encouraged you to use public transit more often?

Which of the following statements best describes your future monthly contract parking plans?

- ☐ *I'll continue as a monthly contract parker at ABC Ramps*
- ☐ *I'll be a monthly contract parker at another ramp*
- ☐ *I have decided not to renew my monthly contract for parking at ABC Ramp or any other ramp.*
- ☐ *Other (Please specify)*

You mentioned that you decided not to renew your monthly contract, please specify the reason for no longer being a monthly contract parker.

Please provide your feedback about the pilot program parking concept as it was evaluated.

Free Public Transit Pass with a Refund Concept

A free unlimited transit pass valid on any regular route bus or transit rail line in the Twin Cities region will be mailed to you at the beginning of every month as long as you keep a valid non-carpool contract. In addition, you will get a refund of \$2 per day on days when the transit pass, instead of driving and parking, is used for commuting to and from downtown Minneapolis during peak hours (6-9 am, 3-7 pm).

This card is non-transferable and is registered for theft and loss protection. It is normally offered at a price of \$130.

After your experience, how appealing is this concept to you now?

- ☐ Not at all appealing
- ☐ Not very appealing
- ☐ Neither appealing nor unappealing
- ☐ Somewhat appealing
- ☐ Very appealing

What thing or things do you find APPEALING about this concept?

What thing or things do you find UNAPPEALING about this concept?

Did you use the Free Public Transit Pass?

- ☐ Yes
- ☐ No

What was the main reason, or reasons, you did not use the Free Public Transit Pass?

On average, how many days PER MONTH did you use the Free Public Transit Pass to commute to work?

- 1

☐
- 2

☐
- 3

☐
- 4

☐
- 5

☐
- 6

☐
- 7

☐
- 8

☐
- 9

☐
- 10

☐
- Mor
e th
an
10

☐
- Non
e

☐

How many WEEKDAYS do you typically park in the ABC Parking Ramps.?

- 1

☐
- 2

☐
- 3

☐
- 4

☐
- 5

☐
- None

☐

If you don't park at ABC Ramps on a weekday, which of the following statements are applicable?

- ☐ *I use public transit to get to work*
- ☐ *I am working off-site at a meeting or another location (not at home)*
- ☐ *I telecommute from my home*
- ☐ *I am sick or on vacation*
- ☐ *I am probably taking care of a family situation*
- ☐ *Other Please specify*

When you participated in this parking pricing program, did the number of days you did NOT commute to work by driving alone or by using public transit?

- ☐ *Increase*
- ☐ *Stay about the same, or*
- ☐ *Decrease*

As a monthly contract parker, how would you rate the perceived overall value of this Free Public Transit Pass with Refund Pricing Program with a monthly parking contract concept?

- ☐ *Very poor value*
- ☐ *Somewhat of a poor value*
- ☐ *Average value*
- ☐ *Somewhat of a good value*
- ☐ *Very good value*

Overall, how would you rate your experience with the Free Public Transit Pass with Refund Pricing Program with a monthly parking contract concept?

- ☐ *Much worse than I expected*
- ☐ *Somewhat worse than I expected*
- ☐ *About the same as I expected*
- ☐ *Somewhat better than I expected*
- ☐ *Much better than I expected*

Please explain why your experience was BETTER than you expected.

Please explain why your experience was **WORSE** than you expected.

What changes, if any, would you suggest to this monthly parking contract concept - Free Public Transit Pass with Refund Pricing Program - that would have encouraged you to use public transit more often?

Which of the following statements best describes your future monthly contract parking plans?

- ☐ *I'll continue as a monthly contract parker at ABC Ramps*
- ☐ *I'll be a monthly contract parker at another ramp*
- ☐ *I have decided not to renew my monthly contract for parking at ABC Ramp or any other ramp.*
- ☐ *Other (Please specify)*

You mentioned that you decided not to renew your monthly contract, please specify the reason for no longer being a monthly contract parker.

Please provide your feedback about the pilot program parking concept as it was evaluated.

PAYGo Flex-pass Rebate Concept

A free unlimited transit pass valid on any regular route bus or transit rail line in the Twin Cities region will be mailed to you at the beginning of every month as long as you keep a valid non-carpool contract. In addition, you get a “credit” by the amount you pay for the contract. You will be charged \$7 against the credit on days you park and \$5 against the credit on days you take the transit. Nothing will be charged on days you telecommute, bicycle or walk to work. Participants who use up less than their credit during the month will be able to take what is left as a rebate, up to half the cost of the monthly parking permit. No participant will be charged additional fees, even if the cumulative marginal costs of their monthly travel exceed what they paid for the monthly parking pass.

After your experience, how appealing is this concept to you now?

- ☐ Not at all appealing
- ☐ Not very appealing
- ☐ Neither appealing nor unappealing
- ☐ Somewhat appealing
- ☐ Very Appealing

What thing or things do you find APPEALING about this concept?

What thing or things do you find UNAPPEALING about this concept?

Did you use the Free Unlimited Transit Pass?

- ☐ Yes
- ☐ No

What was the main reason, or reasons, you did not use the Free Unlimited Transit Pass?

On average, how many days PER MONTH did you use the Free Unlimited Transit Pass to commute to work?

- 1

☐
- 2

☐
- 3

☐
- 4

☐
- 5

☐
- 6

☐
- 7

☐
- 8

☐
- 9

☐
- 10

☐
- More than 10

☐
- None

☐

How many WEEKDAYS do you typically park in the ABC Parking Ramps.?

- 1

☐
- 2

☐
- 3

☐
- 4

☐
- 5

☐
- None

☐

If you don't park at ABC Ramps on a weekday, which of the following statements are applicable?

- ☐ *I use public transit to get to work*
- ☐ *I am working off-site at a meeting or another location (not at home)*
- ☐ *I telecommute from my home*
- ☐ *I am sick or on vacation*
- ☐ *I am probably taking care of a family situation*
- ☐ *Other Please specify*

As a monthly contract parker, how would you rate the perceived overall value of this PayGo Flex-pass Rebate Pricing Program with a monthly parking contract concept?

- ☐ *Very poor value*
- ☐ *Somewhat of a poor value*
- ☐ *Average value*
- ☐ *Somewhat of a good value*
- ☐ *Very good value*

Overall, how would you rate how your experience with the PayGo Flex-pass Rebate Pricing Program with a monthly parking contract concept?

- ☐ *Much worse than I expected*
- ☐ *Somewhat worse than I expected*
- ☐ *About the same as I expected*
- ☐ *Somewhat better than I expected*
- ☐ *Much better than I expected*

Please explain why your experience was BETTER than you expected.

Please explain why your experience was WORSE than you expected

What changes, if any, would you suggest to this monthly parking contract concept - PayGo Flex-pass Rebate Pricing Program - that would have encouraged you to use public transit more often?

Which of the following statements best describes your future monthly contract parking plans?

- ☐ *I'll continue as a monthly contract parker at ABC Ramps*
- ☐ *I'll be a monthly contract parker at another ramp*
- ☐ *I have decided not to renew my monthly contract for parking at ABC Ramp or any other ramp.*
- ☐ *Other (Please specify)*

You mentioned that you decided not to renew your monthly contract, please specify the reason for no longer being a monthly contract parker.

Our next series of questions is for classification purposes only and will help us properly analyze responses to this survey. We never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

In which of the following categories does your age fall into?

- ☐ *18 to 24 years*
- ☐ *25 to 34 years*
- ☐ *35 to 44 years*
- ☐ *45 to 54 years*
- ☐ *55 to 64 years*
- ☐ *65 years and over*
- ☐ *Refused*

For classification purposes only, which category best represents your 2009 total household income before taxes?

- ☐ *Under \$20,000*
- ☐ *\$20,000 to \$34,999*
- ☐ *\$35,000 to \$49,999*
- ☐ *\$50,000 to \$64,999*
- ☐ *\$65,000 to \$74,999*
- ☐ *\$75,000 to \$99,999*
- ☐ *\$100,000 or more*
- ☐ *Refused*

Thank you very much for your time and participation. Please indicate if you are:

- ☐ *Female*
- ☐ *Male*
- ☐ *Don't know/Refused*

Please provide your full name, email address and parking card information to be eligible to win a prize drawing for ONE of FIVE \$50 gift cards

Full name:

Preferred email:

Parking Card No

Thank you very much.

Please use this space if you would like to make additional comments about this program.

To complete the survey click the **SUBMIT button below**

Recruitment survey for Phase 3



ABC Ramp Parking Study

A. Which monthly parking contract do you have with ABC Ramps?

- ☐ Regular Monthly Contract
- ☐ Monthly car pool contract
- ☐ Do not have a monthly contract with ABC Ramps

Q1. How many WEEKDAYS do you typically commute to work in the mornings between 6:00 a.m. and 9:00 a.m.?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ None

Q2. How many WEEKDAYS do you typically commute from work to home in the afternoons between 3:00 p.m. and 7:00 p.m.?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ None

Q3. In what city do you start your commute? (Specify Name of city)

Q4. Is a car required for your daily work tasks?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q5. Do you typically use a freeway or state highway as part of your commute to work? By freeways and highways, we mean highways such as 94, 394, 494, 100, etc.

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q6. Which freeways or highways do you typically use?

Select all that apply

- ☐ 35W
- ☐ 55
- ☐ 62 Crosstown
- ☐ 94
- ☐ 100
- ☐ 169
- ☐ 394
- ☐ 494
- ☐ 694
- ☐ Other Please specify

Q6b. Do you pay any MnPASS tolls on your commute?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Please provide the approximate daily fee

\$

Q7. Normally, how many minutes does it take you in the morning to commute to work?

- ☐ Less than 15 minutes
- ☐ 15 - 20 minutes
- ☐ 21 - 30 minutes
- ☐ 31 - 45 minutes
- ☐ 46 - 60 minutes
- ☐ More than 60 minutes
- ☐ Don't know/Refused

Q8. Please describe your level of tolerance for the existing levels of traffic during your trips to and from work.

Use a scale of 1 to 10 where "1" means you really don't mind and "10" means that the levels are intolerable, what number best represents how you feel about the existing level of traffic you experience?

1 - means you really don't mind	2	3	4	5	6	7	8	9	10 - means that the levels are intolerable	Don't know /Refused
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. Do you work at other places some days, for example, at home, instead of commuting to your normal workplace?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q10. On average, how many days do you work at places other than your office each MONTH?

1	2	3	4	5	6	7	8	9	10 or more	Don't Know /Refused
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11. Which of the following modes of transportation have you used in the past year or so while traveling in Minnesota?

Select all that apply

- ☐ Drive (a car or truck) by yourself
- ☐ Ride as a passenger in a car
- ☐ Drive in a carpool or vanpool
- ☐ Take public transit such as the bus or light rail or commuter rail
- ☐ Bicycle
- ☐ Motorcycle
- ☐ Taxi
- ☐ None of the above
- ☐ Or, some other way (Please specify)

Q12. Does your employer provide you with free or reduced parking at work?

- ☐ Yes, free parking
- ☐ Yes, reduced parking costs
- ☐ No
- ☐ Don't know/Refused

Q13. Does your employer offer a program to pay for all or some transportation costs of employees who ride public transit?

- ☐ Yes, pay all
- ☐ Yes, pay some
- ☐ No
- ☐ Don't know/Refused

Q14. If you were to use public transit when commuting to work, which type would you most likely use?

- ☐ Metro Transit bus
- ☐ The Hiawatha Line (Light-Rail)
- ☐ Northstar Commuter Rail Line
- ☐ Would not use public transit
- ☐ Other Public transit (Specify)

Q15. Considering all your travel occasions for work or all other times, if public transit options such as light rail service or bus service were readily available, how appealing, overall, is the idea of using public transit?

- ☐ Very appealing
- ☐ Somewhat appealing
- ☐ Neither appealing nor unappealing
- ☐ Not very appealing
- ☐ Not at all appealing
- ☐ Don't know/Refused

Why do you say that?

Our next series of questions is for classification purposes only and will help us properly analyze responses to this survey. We never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

Q17. In which of the following categories does your age fall into?

- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 years and over
- ☐ Refused

Q18. What is the last grade or level of education that you completed?

- ☐ High School or less
- ☐ Technical or vocational school
- ☐ Some college
- ☐ College graduate, or
- ☐ Post graduate work or advanced degree
- ☐ Refused

Q19. For classification purposes only, which category best represents your 2010 total household income before taxes?

- ☐ Under \$20,000
- ☐ \$20,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$64,999
- ☐ \$65,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 or more
- ☐ Refused

Q20. Thank you very much for your time and participation. Please indicate if you are:

- ☐ Female
- ☐ Male
- ☐ Don't know/Refused

Based on your responses, we would like to **offer you FREE monthly public transit passes (\$113 monthly value) valid for rides on Metro Transit buses, light rail trains.** The number of passes is limited so preference will be given to early sign-ups. Your **ONLY** obligation is to complete this survey and a brief online survey in July.

Researchers at the University Of Minnesota Humphrey School Of Public Affairs have partnered with ABC Ramp to study travel habits and preferences of ABC Ramp monthly parking contract holders. This study is sponsored by the Minnesota Department of Transportation (MnDOT) and the Federal Highway Administration (FHWA).

The study will last from March 15 - July 15, 2011. A free monthly, non-transferable transit pass will be sent to you for each of the four months as long as you maintain your monthly parking contract with ABC Ramps.

Q21. Would you be willing to participate and receive your FREE monthly transit passes?

- ☐ *Yes, will participate*
☐ *No, I am not willing to participate*

Since you have agreed to take part, please provide your name and address information.

Q22a. Full name:

Q22b. Street Address:

Q22c. Apartment (if appropriate)

Q22d. City:

Q22e. State

Q22f. ZIP code

Q22g. Preferred email:

Q22h. Parking Card No

Thank you very much. We will be contacting you soon regarding your transit pass.

If you would like to obtain additional information about using Metro Transit for your trip, you may determine route options using their Trip Planner, here: www.metrotransit.org or by calling 612-373-3333.

If you have questions about this study, please contact:

**Frank Douma
Assistant Program Director
State and Local Policy Program
Hubert H. Humphrey Institute of Public Affairs
University of Minnesota
612/626-9946**

Thank you very much for your responses. Your feedback will be valuable input to develop future transportation policy to better meet your needs. All your responses will remain confidential and be put together with other participants in this survey.

Thank you for your time. For this survey, regular monthly contract parkers are only eligible to participate.

To complete the survey click the **SUBMIT button below**

Follow-up survey for Phase 3



ABC Ramp Parking Study

Thank you in advance for completing this survey. Your opinions are very important to the development of products and services intended to meet your transportation needs.

Q1. How many WEEKDAYS do you typically commute to work in the mornings between 6:00 a.m.-9:00 a.m.?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ None

Q2. How many WEEKDAYS do you typically commute from work to home in the afternoons between 3:00 p.m.-7:00 p.m.?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ None

Q3. Do you typically use a freeway or state highway as part of your commute to work? By freeways and highways, we mean highways such as 94, 394, 494, 100, etc

- ☐ Yes
☐ No
☐ Don't Know/Refused

Q4. Which freeways or highways do you typically use?

SELECT ALL THAT APPLY

- ☐ 35W
☐ 55
☐ 62 Crosstown
☐ 94
☐ 100
☐ 169
☐ 394
☐ 494
☐ 694
☐ Other Please Specify

Q4a -
Other -
Which
freeways
or highw
ays do
you
typically
use?

Q5. Do you pay any MnPASS tolls on your commute?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q5a. Please provide the approximate daily fee: \$

Q6. Normally, how many minutes does it take you in the morning to commute to work by auto?

RECORD COMMUTE TIME IN MINUTES

Q7. Please describe your level of tolerance for the existing levels of traffic during your trips to and from work. Use a scale of 1 to 10 where "1" means you really don't mind and "10" means that the levels are intolerable, what number best represents how you feel about the existing level of traffic you experience?

- Don't Mind

1

2

3

4

5

6

7

8

9

Intolerable 10

Don't Know /Refused
- ☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

Q8. How many WEEKDAYS do you typically park in the ABC Parking Ramps.?

- 1

2

3

4

5

None
- ☐

☐

☐

☐

☐

☐

Q9. If you don't park at ABC Ramps on a weekday, which of the following statements are applicable?

SELECT ALL THAT APPLY

- ☐ I use public transit to get to work
- ☐ I am working off-site at a meeting or another location (not at home)
- ☐ I telecommute from my home
- ☐ I am sick or on vacation
- ☐ I am probably taking care of a family situation
- ☐ Other (Please specify)

Q9a. Other - If you don't park at ABC Ramps on a weekday, which of the following statements are applicable?

--

Q10. Do you work at other places some days, for example, at home, instead of commuting to your normal workplace?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q11. On average, how many days do you work at places other than your normal workplace each MONTH

- 1 2 3 4 5 6 7 8 9 10 or more Don't know /Ref used

Q12. Does your employer provide you with free or reduced parking at work?

- ☐ Yes, free parking
- ☐ Yes, reduced parking costs
- ☐ No
- ☐ Don't know/Refused

Q13. Does your employer offer a program to pay for all or some transportation costs of employees who ride public transit?

- ☐ Yes
- ☐ No
- ☐ Don't know/Refused

Q14. Considering all your travel occasions for work or all other times, if public transit options such as light rail service or bus service were readily available, how appealing, overall, is the idea of using public transit?

- ☐ *Very appealing*
- ☐ *Somewhat appealing*
- ☐ *Neither appealing nor unappealing*
- ☐ *Not very appealing*
- ☐ *Not at all appealing*
- ☐ *Don't know/Refused*

Q15. Why do you say that?

Q16. The University Of Minnesota Humphrey School Of Public Affairs evaluated several different concepts for new types of parking contracts with people who have monthly parking contracts with ABC Ramps. Which of the following programs did you just participate in?

- ☐ **Free Public Transit Pass with a Refund** - Refund is based on number of days using the free transit pass for commuting.
- ☐ **PAYGo Flex-pass Rebate** - Monthly pass holder is given a rebate for credit not used
- ☐ **FREE Monthly Public Transit Pass** - Monthly Transit Pass to non-car pool monthly contract parkers for their unlimited use

Please provide your feedback about the pilot pricing program parking concept you just completed.

Free Public Transit Pass with a Refund Concept

A free unlimited transit pass valid on any regular route bus or transit rail line in the Twin Cities region will be mailed to you at the beginning of every month as long as you keep a valid non-carpool contract. In addition, you will get a refund of \$2 per day on days when the transit pass, instead of driving and parking, is used for commuting to and from downtown Minneapolis during peak hours (6-9 am, 3-7 pm).

This card is non-transferable and is registered for theft and loss protection. It is normally offered at a price of \$130.

Q17. After your experience, how appealing is this concept to you now? [Free Public Transit Pass with a Refund]

- ☐ Not at all appealing
- ☐ Not very appealing
- ☐ Neither appealing nor unappealing
- ☐ Somewhat appealing
- ☐ Very appealing

Q18. What thing or things do you find APPEALING about this concept? [Free Public Transit Pass with a Refund]

Q19. What thing or things do you find UNAPPEALING about this concept? [Free Public Transit Pass with a Refund]

--

Q20. Did you use the Free Public Transit Pass instead of driving to work? [Free Public Transit Pass with a Refund]

- ☒ Yes
- ☐ No

Q21. What was the main reason, or reasons, you did not use the Free Public Transit Pass? [Free Public Transit Pass with a Refund]

Q22. On average, how many days PER MONTH did you use the Free Public Transit Pass to commute to work? [Free Public Transit Pass with a Refund]

- | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | more than 10 | None |
|---|---|---|---|---|---|---|---|---|----|--------------|------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | more than 10 | None |

Q23. Normally, how many minutes did it take you in the morning to commute to work by public transit?

[Free Public Transit Pass with a Refund]

RECORD COMMUTE TIME IN MINUTES

Q24. When you participated in this parking pricing program, did the number of days you did NOT commute to work by driving alone or by using public transit? [Free Public Transit Pass with a Refund]

- ☐ *Increase*
- ☐ *Stay about the same, or*
- ☐ *Decrease*

Q25. As a monthly contract parker, how would you rate the perceived overall value of this Free Public Transit Pass with Refund Pricing Program with a monthly parking contract concept? [Free Public Transit Pass with a Refund]

- ☐ *Very poor value*
- ☐ *Somewhat of a poor value*
- ☐ *Average value*
- ☐ *Somewhat of a good value*
- ☐ *Very good value*

Q26. Overall, how would you rate your experience with the Free Public Transit Pass with Refund Pricing Program with a monthly parking contract concept? [Free Public Transit Pass with a Refund]

- ☐ *Much worse than I expected*
- ☐ *Somewhat worse than I expected*
- ☐ *About the same as I expected*
- ☐ *Somewhat better than I expected*
- ☐ *Much Better than I expected*

Q27a. Please explain why your experience was BETTER than you expected. [Free Public Transit Pass with a Refund]

Q27b. Please explain why your experience was WORSE than you expected. [Free Public Transit Pass with a Refund]

Q28. What changes, if any, would you suggest to this monthly parking contract concept - Free Public Transit Pass with Refund Pricing Program - that would have encouraged you to use public transit more often? [Free Public Transit Pass with a Refund]

Please provide your feedback about the pilot pricing program parking concept you just completed.

PAYGo Flex-pass Rebate Concept

A free unlimited transit pass valid on any regular route bus or transit rail line in the Twin Cities region will be mailed to you at the beginning of every month as long as you keep a valid non-carpool contract. In addition, you get a “credit” by the amount you pay for the contract. You will be charged \$7 against the credit on days you park and \$5 against the credit on days you take the transit. Nothing will be charged on days you telecommute, bicycle or walk to work. Participants who use up less than their credit during the month will be able to take what is left as a rebate, up to half the cost of the monthly parking permit. No participant will be charged additional fees, even if the cumulative marginal costs of their monthly travel exceed what they paid for the monthly parking pass.

Q29. After your experience, how appealing is this concept to you now? [PAYGo Flex-pass Rebate]

- ☐ Not at all appealing
- ☐ Not very appealing
- ☐ Neither appealing nor unappealing
- ☐ Somewhat appealing
- ☐ Very appealing

Q30. What thing or things do you find APPEALING about this concept? [PAYGo Flex-pass Rebate]

Q31. What thing or things do you find UNAPPEALING about this concept? [PAYGo Flex-pass Rebate]

Q32. Did you use the Free Unlimited Transit Pass instead of driving to work? [PAYGo Flex-pass Rebate]

- ☐ Yes
- ☐ No

Q33. What was the main reason, or reasons, you did not use the Free Unlimited Transit Pass? [PAYGo Flex-pass Rebate]

Q34. On average, how many days PER MONTH did you use the Free Unlimited Transit Pass to commute to work? [PAYGo Flex-pass Rebate]

- 1

☐
- 2

☐
- 3

☐
- 4

☐
- 5

☐
- 6

☐
- 7

☐
- 8

☐
- 9

☐
- 10

☐
- Mor
e th
an
10

☐
- Non
e

☐

Q35. Normally, how many minutes did it take you in the morning to commute to work by public transit? [PAYGo Flex-pass Rebate]

RECORD COMMUTE TIME IN MINUTES

Q36. As a monthly contract parker, how would you rate the perceived overall value of this PayGo Flex-pass Rebate Pricing Program with a monthly parking contract concept? [PAYGo Flex-pass Rebate]

- ☐ *Very poor value*
- ☐ *Somewhat of a poor value*
- ☐ *Average value*
- ☐ *Somewhat of a good value*
- ☐ *Very good value*

Q37. Overall, how would you rate how your experience with the PayGo Flex-pass Rebate Pricing Program with a monthly parking contract concept? [PAYGo Flex-pass Rebate]

- ☐ *Much worse than I expected*
- ☐ *Somewhat worse than I expected*
- ☐ *About the same as I expected*
- ☐ *Somewhat better than I expected*
- ☐ *Much better than I expected*

Q38. Please explain why your experience was BETTER than you expected. [PAYGo Flex-pass Rebate]

Q39. Please explain why your experience was WORSE than you expected. [PAYGo Flex-pass Rebate]

Q41. What changes, if any, would you suggest to this monthly parking contract concept - PayGo Flex-pass Rebate Pricing Program - that would have encouraged you to use public transit more often? [PAYGo Flex-pass Rebate]

Please provide your feedback about the pilot pricing program parking concept you just completed.

Free Public Transit Pass Concept

A free unlimited transit pass valid on any regular route bus or transit rail line in the Twin Cities region will be mailed to you at the beginning of every month as long as you keep a valid non-carpool contract.

This card is non-transferable and is registered for theft and loss protection. It is normally offered at a price of \$113 per month. The card is valid for rides on Metro Transit buses, light rail trains and the Northstar Commuter Rail.

Q42. After your experience, how appealing is this concept to you now? [FREE Monthly Public Transit Pass]

- ☐ *Not at all appealing*
- ☐ *Not very appealing*
- ☐ *Neither appealing nor unappealing*
- ☐ *Somewhat appealing*
- ☐ *Very Appealing*

Q43. What thing or things do you find APPEALING about this concept? [FREE Monthly Public Transit Pass]

Q44. What thing or things do you find UNAPPEALING about this concept? [FREE Monthly Public Transit Pass]

Q45. Did you use the Free Public Transit Pass instead of driving to work? [FREE Monthly Public Transit Pass]

- ☐ *Yes*
- ☐ *No*

Q46. What was the main reason, or reasons, you did not use the Free Public Transit Pass? [FREE Monthly Public Transit Pass]

Q47. On average, how many days PER MONTH did you use the Free Public Transit Pass to commute to work? [FREE Monthly Public Transit Pass]

1	2	3	4	5	6	7	8	9	10	Mor e th an 10	Non e
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q48. Normally, how many minutes did it take you in the morning to commute to work by public transit? [FREE Monthly Public Transit Pass]

RECORD COMMUTE TIME IN MINUTES

Q49. When you participated in this parking pricing program, did the number of days you did NOT commute to work by driving alone or by using public transit? [FREE Monthly Public Transit Pass]

- ☐ Increase
- ☐ Stay about the same, or
- ☐ Decrease

Q50. As a monthly contract parker, how would you rate the perceived overall value of this Free Public Transit Pass with a monthly parking contract concept? [FREE Monthly Public Transit Pass]

- ☐ Very poor value
- ☐ Somewhat of a poor value
- ☐ Average value
- ☐ Somewhat of a good value
- ☐ Very good value

Q51. Overall, how would you rate your experience with the Free Public Transit Pass with a monthly parking contract concept? [FREE Monthly Public Transit Pass]

- ☐ Much worse than I expected
- ☐ Somewhat worse than I expected
- ☐ About the same as I expected
- ☐ Somewhat better than I expected
- ☐ Much better than I expected

Q52. Please explain why your experience was BETTER than you expected. [FREE Monthly Public Transit Pass]

Q53. Please explain why your experience was WORSE than you expected. [FREE Monthly Public Transit Pass]

Q54. What changes, if any, would you suggest to this monthly parking contract concept - Free Public Transit Pass - that would have encouraged you to use public transit more often? [FREE Monthly Public Transit Pass]

Q55a. I am comfortable riding a bus

	Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly
I am comfortable riding a bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wouldn't mind walking a few minutes to get to my destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't mind taking a longer trip if I could make productive use of my time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find that the combination of public transit and biking is a convenient way to reach my destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q56. Which of the following statements best describes your future monthly contract parking plans?

- ☐ I'll continue as a monthly contract parker at ABC Ramps
- ☐ I'll be a monthly contract parker at another ramp
- ☐ I have decided not to renew my monthly contract for parking at ABC Ramp or any other ramp
- ☐ Other (Please specify)

Q56.
Other -
Which of
the
following
statemen
ts best d
escribes
your
future
monthly
contract
parking
plans?

Q57. Please specify the reason for no longer being a monthly contract parker

Our next series of questions is for classification purposes only and will help us properly analyze responses to this survey. We never disclose the identity of any individual. Your answers will always be kept strictly confidential. We only report results for groups of people, not for individuals.

Q58. In which of the following categories does your age fall into?

- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 years and over
- ☐ Refused

Q59. For classification purposes only, which category best represents your 2009 total household income before taxes?

- ☐ *Under \$20,000*
- ☐ *\$20,000 to \$34,999*
- ☐ *\$35,000 to \$49,999*
- ☐ *\$50,000 to \$64,999*
- ☐ *\$65,000 to \$74,999*
- ☐ *\$75,000 to \$99,999*
- ☐ *\$100,000 or more*
- ☐ *Refused*

Q60. Thank you very much for your time and participation. Please indicate if you are:

- ☐ *Female*
- ☐ *Male*
- ☐ *Don't know/Refused*

Please provide your full name, email address and parking card information to be eligible to win a prize drawing for ONE of FIVE \$50 cash cards

Full name:

Preferred email:

Parking Card No

Thank you very much for your input.

This is the end of the pilot study to test incentive alternatives to monthly parking. Please use this space if you would like to make additional comments about the ABC pricing programs you may have participated in.

Select “Submit” to submit your responses and be eligible for the drawing of a \$50 cash card.